

# RooCruit

# TAVARES

## Sales & Strategic Development Professional

Durban, South Africa

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### PROFESSIONAL SUMMARY

Results-driven sales professional and team leader with nearly a decade of experience across outbound sales, account management, and business development. Proven track record in prospecting, lead qualification, and closing deals within various industries including media, wellness, and fitness. Expert in HubSpot CRM and sales automation, with a strong background in coaching teams to exceed performance targets and optimizing warehouse operational efficiency.

### KEY SKILLS

- Outbound Sales & Cold Calling
- Strategic Lead Prospecting
- HubSpot CRM Mastery
- Team Management & Sales Coaching
- NLP Training & Negotiation
- Account Management
- Inbound Sales Strategy
- Operational Efficiency & Supervision
- Performance Management
- Professional Verbal & Written Communication

### PROFESSIONAL EXPERIENCE

#### Global Strategy & Events Firm

Feb 2024 – June 2024

#### *Strategic Development Executive*

Responsible for prospecting and engaging high-level marketing leaders to attend exclusive marketing roundtable events, facilitating strategic networking and business growth.

**B2B Sales Agency****March 2023 – August 2023***Sales Development Representative*

Conducted high-volume prospecting for new clients, qualifying leads through thorough discovery before booking appointments for product presentations.

**Digital Media Production Company****Sept 2021 – Feb 2023***Account Executive*

Managed the company's outbound sales division, successfully onboarding new clients while simultaneously coaching and training sales agents to improve conversion rates.

**Health & Wellness Manufacturing Firm****June 2020 – Sept 2021***Stores Manager*

Oversaw staff management and ensured strictly adherence to production protocols to maintain product quality and operational flow.

**International Health & Fitness Club****Oct 2018 – Feb 2020***Sales Representative*

Proactively prospected new clients and guided leads through the full sign-up process, tailoring membership options to meet individual client needs.

**Financial Services & Rewards Provider****Oct 2017 – Oct 2018***Sales Agent / Performance Coach*

Focused on upselling existing policyholders. Provided specialized training and coaching to sales agents on performance management to help the team reach consistent targets.

**Logistics & Supply Chain Solutions Firm****March 2016 – Sept 2016***Site Supervisor*

Managed on-site staff and supervised warehouse operations to ensure maximum efficiency and productivity.

**Sales Lead Generation & Outsourcing Firm****May 2015 – Jan 2016***Sales Team Leader*

Coached and managed a dedicated team of agents, implementing sales strategies to ensure all individual and team targets were met.

## Telecommunications & Sales Group

Sept 2014 – Feb 2015

### *Sales Agent*

Conducted cold calling campaigns to potential customers to promote and sell company products.

## EDUCATION

### **Kharwastan Secondary**

Matric (Grade 12) - 2011

*Subjects: English, Business Studies, Geography, Life Science, Mathematical Literacy.*

## CERTIFICATIONS & TECHNICAL TRAINING

### **HubSpot Academy**

- Sales Software Certification
- Inbound Sales Certification
- Prospecting: Identifying Good-Fit Leads
- Prospecting: Connecting With Your Contacts
- Closing Sales in HubSpot
- Reducing Friction with HubSpot Mobile

### **Professional Development**

- NLP (Neuro-Linguistic Programming) Training
- Prioritizing Active Buyers over Passive Buyers
- Understanding the Buyer's Context
- Delivering Personalized Sales Presentations

## LANGUAGES

English (Native/Professional)

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