

SIPPY

Sales | Account Management | Business Development

South Africa

RooCruit

PROFESSIONAL SUMMARY

An experienced Sales Manager and Recruitment Consultant with a proven track record in driving business development, leadership, and full-cycle talent acquisition. Expert in leading high-performing teams to exceed revenue targets while fostering a results-driven culture through mentorship and data-driven strategies. Adept at managing complex client relationships and executing strategic sales initiatives within the financial and recruitment sectors.

KEY SKILLS

- Full-Cycle Recruitment & Talent Acquisition
- Sales Strategy & Revenue Growth
- Client Relationship Management
- Cold Calling & Objection Handling
- Performance Management & KPI Tracking
- Candidate Sourcing & Interviewing
- Account Management & Client Retention
- Team Leadership & Mentorship
- CRM Management & Pipeline Reporting
- Negotiation & Deal Closing

PROFESSIONAL EXPERIENCE

Recruitment Consultant | Sales Manager | Business Development Representative

Mar 2019 – Dec 2025

International Sales & Recruitment Consultancy firm

- Progressed from BDR to Sales Manager, overseeing high-performing sales and business development teams to consistently exceed targets.
- Developed and implemented effective sales and recruitment strategies to penetrate new markets and expand candidate pipelines.
- Monitored and reported on KPIs to evaluate team performance, implementing data-driven improvements to drive sustained growth.
- Collaborated with cross-functional teams (marketing, finance, product) to align recruitment strategies with broader business objectives.
- Managed the full-cycle recruitment process: sourcing, screening, interviewing, shortlisting, and offer management.
- Nurtured strong client relationships, identifying opportunities for upselling and long-term partnerships.
- Utilized CRM systems and Microsoft NAV to maintain accurate pipelines, activity tracking, and operational coordination.
- Led outbound business development activities, engaging leads to qualify prospects and convert them into successful placements.
- Identified new lending opportunities for loan amounts up to \$20M, including equipment finance and working capital facilities.

Client Relations Consultant

Mar 2016 – Feb 2019

Leading Financial Services Provider

- Served as the primary point of contact, managing inbound/outbound calls and resolving customer complaints with a focus on service excellence.
- Identified opportunities for upselling and cross-selling financial products based on individual customer needs and market analysis.
- Proactively pitched financial solutions to prospective clients through telesales and cold calling to generate new leads.
- Maintained high data integrity by accurately capturing and updating customer records across internal systems.

- Developed finance and insurance performance benchmarks and tracked the performance of key dealerships nationally.
- Created best-in-class training materials to assist dealer sales performance and provided guidance on improvement strategies.
- Distributed management reports to regional directors, supporting internal reporting and sales initiatives.

RooCruit – Connecting International Companies with South African Talent