

Joseph Adams

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Profile

Proactive Sales Professional utilizing referrals and other forms of professional networking to sustain lucrative relationships. Finds success by maintaining contact with clients, solving problems instead of just selling products and services. Experience includes Technical Sales, Inside Sales, Outside Sales, B2B and B2C with over 8 years experience leading dynamic sales teams in Telecoms, FMCG & CPG in a global environment.

EMPLOYMENT NARRATIVE

- Exceeded agreed upon sales targets and outcomes by more than 20% on a regular basis.
- Excellent Microsoft Applications User (Word, Excel, PowerPoint, Outlook)
- AC Nielson Training
- Expedited the resolution of customer problems and complaints to maximize satisfaction. Scored 95% in customer satisfaction survey.
- Power CRM user (SAP, Salesforce IVY, Siebel and Power BI)
- Over 8 years developing and leading field sales team.

Territory Sales Manager

JTI-Macdonald Corporation

March 2020 to December 2023

Accountable for the overall sales strategy for allocated territory in the GTA (Brampton, North York, Mississauga), by managing key accounts, customers support and driving growth in territory.

- Ensured optimal visibility of products (LOGIC Vapes, Traditional Smokes), conduct presentation and brand promotions.
- Analyzed weekly sales reports to develop a key target list, which resulted in share growth and fostered better collaboration with internal customers.
- Develop and sustain relationships with existing customer base, building rapport as a personable and trusted representative.
- Exceeded target product objective for 2020 and 2021. Averaged 106% to plan in 2021 and 102% to plan in 2022.
- Successfully developed strategy to drive business growth in 2021 throughout my territory.
- Increased client base by 5% and turned negative sales trend to a positive 10% growth through 2021.
- I grew my territory by 2.5% above target and gained 3pts market share in 2022 with a potential to surpass this in 2023.

Territory Sales Manager

Bell Canada

February 2019 to February 2020

- Successfully carried out B2C sales within my assigned territory (Toronto, North York and Vaughan).
- I developed and achieved ambitious sales targets based on extensive market research, analysis and SOM growth.
- Presented, promoted, sold products and services utilizing solid data and customers insights to close deals.
- Performed cost-benefit and needs analysis of existing and potential customers to meet their needs.
- Established, developed and maintained positive business and customer relationships.
- Reached out to customer leads through cold calling and emailing (mail merge) achieving 50+ cold calls daily.
- Analyzed the territory and market's potential, tracked sales and status reports.
- Analyzed sales/metrics data from the designated territory to help evolve sales strategy.

Account Sales Manager

Guinness Nigeria Plc (Diageo)

December 2014 - January 2019

- Managed the top 10 portfolio of customers with sales grossing over \$500,000 annually.

- I analyzed complex, multi-region supply chain strategy and identified optimal solutions to increasing our distribution coverage and maximize economic value to the company which increased our distribution coverage by 150%
- Drove the Supply chain management at distributors end to deliver the KPIs (warehousing, forklifts, DTAT) efficiency & effectiveness.
- Led team of 7 Territory Reps to deliver on profitable regional volume and revenue targets.
- Ensured continuous sales partnership by training staffs on sales negotiation and time management principles.
- Embedded the company's way of working & Culture among the distributors and their entire staffs.
- Achieved profitable volume/depletion Of 80% above target for Distributors, by driving sales to wholesalers and ensuring high sell-out of the wholesalers to the retailers via retail depletion.
- Gained additional 30% share of visibility spaces within called on outlets (on & off trade) through strategy deployment of point-of-sale materials and excellent customer relationship management. Analysed market performance data to make strategic decisions to edge competition.

Sales Account Manager

VLISCO Netherlands B. V

November 2012 – November 2014

- Created and managed the social media platforms (twitter and Facebook), used in engaging customers, to get their opinions, pulse and give them real time information about ongoing promotions.
- developed the database with P.O.P.'s and P.O.I.'s within defined areas.
- Accountable for selection of key-outlets in the database, by using defined criteria to prioritize resources.
- Improved the availability, Visibility and Selling out of brand and products by visiting selected outlets.
- Led the placement of P.O.P. and P.O.I. materials according to the guidelines.

Brand Activations Manager

BETASERV Communication

June 2009 – October 2012

- Supervised marketing campaigns on websites, exhibition stands and trade shows.
- Edited and revised all marketing content to guarantee the highest quality of writing.
- Liaised with art designers, copywriters, media buyers and printers.
- Developed various programs for increasing brand presence in market and facilitated sales using SM tools such as Trello & AdWords
- Prepared campaigns focusing on various products, highlighting its key features.
- Initiated various marketing initiatives according to sale requirement.
- Monitored all competitive marketing activities using NIELSEN analytics tools.
- Provided holistic business analysis for existing and prospective accounts which led to a 7% market share growth in 6 months.
- Checked in on clients on a weekly basis to ensure needs are being met and supplies are being filled
- Managed database of clients and potential leads in a customer relationship manager (CRM) program

EDUCATION & TRAINING:

MA - Management in A Global Service Economy from the University of Buckingham, UK 2014

BSc - Public Administration from Ambrose Alli University, Ekpoma, Nigeria 2005

CSM- Certified ScrumMaster from Scrum Alliance US, 2022