**Name: Conrad**

[**Conrad.335599@2freemail.com**](mailto:Conrad.335599@2freemail.com)

**Profile**

* An experienced Sales Professional with over 10 years’ worth of experience within the Shipping Industry.
* Has demonstrated the ability in the provision of exclusive sales activities, which includes establishment of the client base, extensive marketing, cold calling and sales territory development.
* Experience of direct accounts development, executing cold sales call, pipe-line inputting, industrial campaign; drive prepaid volume from local customers.
* Excellent knowledge of the shipping industry

**Employment History**

**October 2016 – Present Cosco Shipping (UK) Ltd**

**Internal Sales Coordinator (Temp)**

* Thorough knowledge of services and procedures
* Issuing, following up and securing business on quote requests / sales leads
* Securing new business and developing existing accounts
* Maintain up to date records / knowledge of customer accounts
* Maintain validity of rates for all current accounts
* Maintain regular contact with key and target accounts
* Manage incoming customer requests accurately and promptly
* Support external sales, including prompt action on sales reports
* Provide sales leads and current account areas for development to external sales
* Coordinate internal support from other departments as required
* Follow management instructions as requested

**December 2013 – December 2015 Navitrans Ghana Ltd. (As agent for China Shipping / NVOCC)**

**Sales Manager**

* Managed the selling process to external customers, including pricing contract negotiations.
* Maintained relationships with top accounts and participate in sales calls.
* Identified account needs, opportunities and key buying factors for existing customers, and formalised those into account plans and strategies.
* Pro-actively searched, qualified, developed and engaged into new customer relationships.
* Developed local sales support tools and assisted in building individual customer strategies, including identification of up-selling opportunities.
* Managed and coached a team of individuals to optimal performance including setting account strategies, creating account plans, proposal development, negotiation and service delivery.
* Set goals with the team and track progress using KPIs and take corrective action where necessary.
* Ensured tools and processes were adopted and put into practice.
* Maintained commercial focus of the organisation as a team
* Tracked Sales performance of the company and proposed ideas for improvement
* Co-ordinated internally with operations to ensure the business delivers on all its commitments.
* Ensured that services offered to all existing and new clients are well documented and backed by freight Contracts (FC) and SLAs.

**May 2010 – September 2013 Hull Blyth Ghana Ltd (as agent for Hanjin Shipping)**

**Commercial Manager**

* Developed the Line/Agency’s business in its major trades; expand business with existing clients and source new business.
* Responsible for guiding the sales team to achieve sales quota in all trades
* Handled Corporate and key accounts, as well as major freight forwarders
* Responded to achieving sales targets for both inbound/outbound
* Identified new market & promotional plan for additional revenue generation.
* Updated Market situation/competition activity/trade practice for all trade lanes.
* Engaged and assisted in continuous competitive and client profiling, research and intelligence gathering to strengthen sales position.
* Tracked performance of exports and imports lifting and propose actions for improvement.
* Maintained commercial focus of the organisation as a team through interactions with other departments.
* Handled customer complaints on service delivery and was response for all inquiries.
* Maintained a data base of freight quotations and sales leads.
* Attended to demurrage and free time related issues.
* Assisted in the analysis of industry statistical data for commercial decisions, developed and maintained customer database.
* Updated sailing schedule for the notice of customers.
* Liaised with operations on vessel position, and with export booking updates to advice customer

**February 2010 – April 2010 DHL Global Forwarding**

**Account Supervisor Dates**

* Liaised with Ericsson representative on behalf of DHL Global Forwarding to ensure that clients’ needs were met.
* Ensured that inbound and outbound materials were checked, well documented and appropriate waybills issued.

**October 2004 – August 2008 OCS UK,** **Position**

**Customer Services Supervisor**

* Supervised customer service officers and also dealt with daily complaints, ensuring that both our internal and external customers’ needs and wants were met or exceeded.

**April 2005 – March 2004 Maersk Ghana Limited**

**Section Chief (sales for Safmarine Container Lines)**

* Promoted the company’s reputation for excellent services to customers, identified and secured new sales opportunities and negotiated new businesses to increase revenue.
* Local market development as Chief sales rep.
* Local market networking
* Key Client follow-up

**January 2000 – March 2003 Saga Ghana Ltd (as then agent for Safmarine, P&O & Gold Star Line)**

## Sales Executive

* Worked on behalf of three principals including Gold Star Lines, P&O container Lines and Safmarine

Container Lines.

Local market development as sales rep.

* Local market networking
* **Education**
* **MSc. Financial Services Risk and Operations** - Glasgow Caledonian University

September 2008 to August 2009

## Diploma in Investment Operations - Chartered Institute of Securities and Investment CISI- UK

September 2008 to August 2009

* **BSc. (Hons) Agriculture** - University of Cape Coast - October 1994 to June1998

**Professional Membership**

Member – Chartered Institute of Securities and Investment - UK.

**Service Club:** Member of Lions Club International.

**Volunteering:** Community Services Volunteer

**Training/Certification:** Available on request.

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