

Barend vd Westhuizen

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Hannes Baai St Helena Bay, 7390

“To succeed, you have to believe in something with such passion that it becomes a reality”

Anita Roddick

ABOUT ME

“Not only do I believe in the company I work for but also in the people I work with, with such passion, that I know we can succeed beyond any expectations.”

I am motivated, efficient, innovative and methodical, I never give up, but I am also humble, willing to learn from my mistakes.

My knowledge of sales and marketing spans over a extensive career in sales & marketing that has by no doubt, left a mark, and I believe in sharing this knowledge

There is one thing I have learned, success “does not only lie in me, but rather in us” and that is what I bring to the table, together we will move mountains.

SKILLS

- Ability to Get Things Done 
- Cooperation 
- Initiative 
- Dependability 
- Smart Selection of People 
- Delegation 
- Planning and Organizing 
- Vision 
- Creativity 
- Embodying Company Pol 
- Human Relations 
- Ability to Develop Subordi 
- Problem Solving 
- Technical Knowledge 
- Management Knowledge 
- Policy Knowledge 
- Common Sense 
- Enthusiasm 
- Ability to Work Under Pres 

EDUCATION

Paarl Boys High - 1985
Matric

RAU - 1995
Certificate in Marketing

WORK EXPERIENCE

1985-1987 – South African Navy

National Service

After Basic Training, Served at SAS Flamingo, “Air Sea Rescue” Base

1988-1997 – ABSA Bank

Sales Manager

- Develop & built full-scale sales operation (Front end sales, after sales and non-sales staff) from the ground up. Drive and Ensure the vision of a Sales Culture (All Staff)
- Implement the Market Leadership Programme and Complete Sales Action System
- Manage and driving daily sales activities, assist with deal forming, problem solving
- Budget setting and control, including, putting new strategies in place to ensure budgets are met
- Design, implement & facilitate an effective local & regional marketing strategy.
- Implement strategic goals for marketing campaigns with target of R65 million sales per month
- Develop partnerships & relationships with third parties to meet strategic objectives.
- Strategize with senior management
- Staff Sales training
- Engage with High Profile Customers, Business, Corporate and Individual
- Designing packages for these clients
- Take ownership of all Sales Related issues

COMPUTER LITERACY

Microsoft Word
Microsoft Excel
Microsoft Powerpoint



PROFILE

Over the past 29 years, I not only developed selling skills, but also people skills, negotiating skills and mainly the skill to listen "Imagine a sales universe where sales professionals didn't listen to clients"

I have learned to bridge the departmental divide, I can "walk the walk" and relate easily not just with colleagues, but also those in other departments, I am more than willing to push the envelope and not just maintain the status-quo, I have the backbone and won't have people run me over.

I have the ability to

- Be the Mater of change
- Earn peoples trust
- Always give feedback, praise good performance
- Build enthusiasm
- To get involved
- Grow and develop a team
- Lead people to never – ending improvement.
- Live the Brand

OTHER EDUCATION

Shaw Academy 2017
Diploma in Photography (Completed)

Shaw Academy 2017
Leadership & Management (Completed)

Shaw Academy 2017
Psychology of Sales (Not Completed)

SOCIAL MEDIA

 <https://www.facebook.com/Barendvdw>

 <https://www.linkedin.com/in/barendvdw/>

HOBBIES & INTERESTS



Reading



Photography



Fishing



Nature
Conservation



Overlanding



Art

WORK EXPERIENCE

1997-2010 – The Property Shoppe (Wizard Financial Services)

Owner (Self Employed)

- Planning Business Setup
Writing business plan / cashflow forecast
- Organizing
Daily operation
- Staff the business
- Recruitment, remuneration and Development of staff
- Provide direction, leadership and motivate
- Communication with staff and external customers
- Supervise Staff
- Control
- Daily operations, cashflow, payments & project management
- External Marketing, identify new projects, cost projects and implement project

2011-2018 – Bell Equipment Sales SA Ltd
Area Sales Representative (Port Elizabeth)

*SALES OF NEW AND USED EQUIPMENT
DEVELOP NEW BUSINESS
CUSTOMER SERVICE
TERRITORY MANAGEMENT
ADMINISTRATION*

- Treat Internal Customers courteously and with Respect.
- Be Positive and Enthusiastic even under adverse conditions.
- Communicate well with you External as well as Internal Customer.
- Be committed to being successful.
- Maintain a Professional Image at all times.

WORK EXPERIENCE

2018 - 2019 – AFRICA BIOMASS COMPANY
Brand Ambassador (Marketing Manager)

BRANDING

- Representing the brand positively in a multitude of settings
- Assisting in content creation (ie. writing blogs, newsletters, product reviews, etc.)
- Participating in event marketing
- Generating brand awareness through word-of-mouth marketing
- Being an opinion leader in his/her community
- Providing feedback and insight on new products/services
- Promoting the brand via his personal social media accounts

MARKETING

- Supporting sales and lead generation efforts.
- Creating promotions with advertising managers.
- Understanding and developing budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Compiling lists describing our organization's offerings.
- Developing and managing advertising campaigns.
- Organizing company conferences, trade shows, and major events.
- Building brand awareness and positioning.
- Evaluating and maintaining a marketing strategy.
- Directing, planning and coordinating marketing efforts.
- Communicating the marketing plan.
- Developing each marketing campaign from start to finish.
- Researching demand for the organization's products and services.
- Evaluating competitors.
- Handling social media, public relation efforts, and content marketing.

ADVERTISING

- Work with department heads or staff to discuss topics such as contracts, selection of advertising media, or products to be advertised
- Gather and organize information to plan advertising campaigns
- Plan the advertising, including which media to advertise in, such as radio, television, print, online, and billboards
- Negotiate advertising contracts
- Inspect layouts, which are sketches or plans for an advertisement
- Initiate market research studies and analyse their findings
- Meet with clients to provide marketing or technical advice
- Direct the hiring of advertising, promotions, and marketing staff and oversee their daily activities

ACHIEVEMENTS

- 1991** - Participation in the Launch of African Growth Network
- 1992** - Awarded sales branch of the year / salesperson of the year
- 1993** - Awarded sales branch of the year / salesperson of the year
- 1994** - Appointed Acting Branch Manager
- 1995** - Establish ABSA Bank Sales Academy
- 1995** - Market Leadership Programme
- 1995** - Complete Sales Action System
- 1995** - Awarded sales branch of the year / salesperson of the year
- 1997** - ABSA Bank Sales Roadshow
- 2003** - Wizard Franchise of the Year
- 2006** - Municipal Award – Best Restored Property – Wellington
- 2012** – Bell Equipment Port Elizabeth - Branch move
- 2014** – Bell Equipment Port Elizabeth - Customer Weekend
- 2015** – Bell Equipment Port Elizabeth - Grader Demo Day
- 2019** – Namibia Biomass Expo Best Stand
- 2019** – Robertson Show First Place Best Stand

REFERENCES

Fiona Johnson
Sales Representative Bell Equipment
079 499 5965

Gert Nelson
Branch Manager Port Elizabeth
082 657 1190

Francois Nieuwenhoudt
Fleet Manager ABC (Direct Head)
082 334 2374

James Dobson
Friend
064 030 3253