

CV: Stanley Sonwabiso Klaaste

PERSONAL INFORMATION

DATE OF BIRTH	10 APRIL 1970	
PLACE OF BIRTH	CAPE TOWN	
MARITAL STAUS	MARRIED	
NATIONALITY	SOUTH AFRICAN	
RESIDENTIAL AREA	BRACKENFELL, CAPE TOWN	
DRIVER'S LICENCE	CODE 08 EB	
CONTACT DETAILS	(082) 994 4981	MOBILE
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SKILLS

Active Listening	Coordination	Operations and Systems
Sales and Marketing	Relationship management	Planning and organising
Negotiations	Customer Service	Project Management
Time Management	Proactive Decision Making	Report writing
Communications Skills	Flexibility and Adaptability	Research
Complex Problem solving	Goal Setting	Presentation
Computer (MS Office + SAP)	Solution Orientation	Technical

INDUSTRY EXPERIENCE AND ACHIEVEMENTS

Automotive / Car Sales	13 Years	4 x Top Sales Consultant (Atkinsons Toyota)
Liquor / Beverage / FMCG	6 Years	Vodacom Achievement Award 2004, 2008
Telecommunications	8 Years	

BEHAVIOURAL QUALITIES

Approachable and Relationship Builder	Honesty, Integrity and Dependability
Attention to Detail	Self-Driven
Creative, Innovative	Disciplined and Self-Managed
Customer Centric	Solution and Results Orientation
Focussed and Persistent	Team Player

LANGUAGES

LANGUAGE	READ	WRITE	SPEAK
ENGLISH	X	X	X
AFRIKAANS	X	X	X
XHOSA	X	X	X
ZULU	X	X	X

REFERENCES

NAME	COMPANY	POSITION	CONTACT NUMBERS
HENTY GROENEWALD	TOYOTA SOUTH AFRICA	SENIOR REGIONAL MANGER	083 414 0716
LOYISO NGQWEMLA	VODACOM (PTY)LTD	REGIONAL MANGER	082 990 3957
PHILIMON ZUMA	LIBRA PRODUCTIONS	NATIONAL SALES MANAGER	076 167 0941
GARY SCHOLTZ	McCARTHY TOYOTA	DEALER PRINCIPAL	082 444 1059
CONNELL ROBINSON	BARLOWORLD AUDI N1 CITY	SALES MANAGER: NEW VEHICLES	083 651 3299

EMPLOYMENT

EMPLOYER

TOYOTA SOUTH AFRICA

TOYOTA

GR

LEXUS

INDUSTRY

AUTOMOTIVE

POSITION

MANAGER: STRATEGIC ACCOUNTS

DURATION

JANUARY 2017 – PRESENT

REGIONAL

BELLVILLE, CAPE TOWN

FLEET

- ❖ Manage Fleet customer relations
- ❖ Plan and conduct regular fleet customer and dealer visits
- ❖ Acquire fleet forecasts and vehicle orders
- ❖ Manage stock allocations
- ❖ Manage fleet dealer stock
- ❖ Acquire conquest strategic fleet customers.
- ❖ Support dealer activities with fleet customers
- ❖ Share new product information
- ❖ Identify training requirements and gaps
- ❖ Coordinate training
- ❖ Identify, Plan and conduct CRM activities
- ❖ Report on fleet activities and risks

RESPONSIBILITIES

SALES

- ❖ Plan Call Cycle Activities
- ❖ Set Dealer Targets (Sales, Retention, Customer Experience, Training, VAPS)
- ❖ Align Sales to Regional Strategy
- ❖ Manage Database Growth
- ❖ Drive Product Mix Distribution and Focus
- ❖ Category Management
- ❖ Analyse Performance Statistics and Formulate responses
- ❖ Support Supply Chain Partner Relations
- ❖ Manage demo vehicle allocation.
- ❖ Co-ordinate training
- ❖ Time Management
- ❖ Reporting on Sales Activities
- ❖ Manage Stakeholder Relations
- ❖ Territory Management
- ❖ Ensure ROI
- ❖ Manage & maintain Corporate Image and franchise standards
- ❖ Preparation of monthly reports / ad hoc reports

EMPLOYER

LIBRA PRODUCTIONS

Libra brandhouse
SALES & MERCHANDISING SOLUTIONS

INDUSTRY

TRADE MARKETING – ALCOHOL BEVERAGES

POSITION

SALES MANAGER

DURATION

AUGUST 2013 – DECEMBER 2016

REGIONAL

WESTERN CAPE, (Acted in EASTERN CAPE AND KWA ZULU/NATAL)

SALES

- ❖ Execute Trade Marketing Strategy
- ❖ Trade Coverage and Territory Management
- ❖ Execute and Manage Route-To-Market Activities
- ❖ Plan and Track Call Cycle Activities
- ❖ Set Sales Force Targets and Priorities
- ❖ Direct Sales Force Focus
- ❖ Manage Database Growth
- ❖ Manage Product and Brand Portfolio Distribution
- ❖ Category Management
- ❖ Multi-Tier Strategy Management
- ❖ Price Management
- ❖ Analyse Performance Statistics and Formulate responses
- ❖ Manage Supply Chain Partner Relations
- ❖ Train and Coach Staff
- ❖ Manage resource allocation
- ❖ Manage Capex

RESPONSIBILITIES

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- ❖ Time Management
- ❖ Reporting on Sales Activities
- ❖ Manage Stakeholder Relations
- ❖ Territory Management
- ❖ Ensure ROI
- MARKETING
- ❖ Manage Execution of Promotional Plans
- ❖ Sell-In Promotions to Supply Chain Partners
- ❖ Manage Promotional Elements
- ❖ Manage Promotional Stock
- ❖ Manage Promotional Material
- ❖ Manage Customer Care
- ❖ Manage and Maximise Brand Visibility and Merchandising
- ❖ Report on Promotional Activities
- ❖ Create Regional Strategies

OWN BUSINESS

INDUSTRY

POSITION

DURATION

RESPONSIBILITIES

EWE Sales & Marketing

FOOD & BEVERAGE DISTRIBUTION (Diversified: Meat, Wine)

CO-OWNER

SEPTEMBER 2010 – JULY 2013

Establishing The Business

- ❖ Registration of company
- ❖ Sourcing Funding
- ❖ Acquiring Assets
- ❖ Sourcing Premises
- ❖ Market research
- ❖ Sourcing Suppliers
- ❖ Developing Marketing strategy
- ❖ Staffing
- ❖ Establishing Clientele

Sales

- ❖ Determine Sales Budget
- ❖ Set Sales targets
- ❖ Pricing
- ❖ Generating sales
- ❖ Negotiate and Conclude agreements
- ❖ Relationship management with business partners
- ❖ Acquire service providers and suppliers
- ❖ Financial Management
- ❖ Manage Storage and Stock

EMPLOYER

POSITION

DURATION

RESPONSIBILITIES

VODACOM (PTY) Ltd

REGIONAL BUSINESS CONSULTANT

APRIL 2002 – SEPTEMBER 2010

Informal Markets

- ❖ Manage and report distribution, brand awareness and sales
- ❖ Manage the distribution of prepaid products in specific markets
- ❖ Study distribution map and trends (virtual VS physical)
- ❖ Source, appoint and train Dealers
- ❖ Appoint and train agents
- ❖ Manage agent relations
- ❖ Monitor and report retail activity and retailer distribution
- ❖ Identify new markets
- ❖ Source and mandate field marketers
- ❖ Brand health management
- ❖ Develop and coordinate promotional campaigns
- ❖ Manage campaign budgets

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- ❖ Source and brief events partners
- ❖ Monitor competitor environment
- ❖ Maintain strong market intelligence
- ❖ Monitor advances in the communication industry
- ❖ Conduct training on new products
- ❖ Perform managerial functions on Delegation of Authority
- ❖ Report and present to Senior Management (DOA)
- ❖ Report on the performance of respective channels and special projects

Community Services

- ❖ Plan monthly sales targets for a given annual target
- ❖ Generating sales
- ❖ Evaluate business proposals
- ❖ Evaluate prospective business premises
- ❖ Approve business proposals
- ❖ Approve contract amendments
- ❖ Identify and research new target markets
- ❖ Gather market intelligence
- ❖ Develop market penetration and marketing strategies
- ❖ Assisting the Regional Manager with budget allocations
- ❖ Manage contracts
- ❖ Monitor and report on compliance
- ❖ Facilitate and train clients
- ❖ Relationship management with business partners
- ❖ Acquire service providers and suppliers
- ❖ Commission market research

Technical

- ❖ Test and report on new phones/products
- ❖ Determine troubleshooting procedures
- ❖ Liaise with contact centres (call and walk-in centres)

OWN BUSINESS

INDUSTRY

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DURATION

RESPONSIBILITIES

Barloworld Motor Group (Audi Bellville)

AUTOMOTIVE

NEW VEHICLE SALES EXECUTIVE

SEPTEMBER 1999 – MARCH 2002

- ❖ Leads: Generation and Following up
- ❖ Negotiation and sales generation
- ❖ Conduct Test Drives
- ❖ Maintain customer contact via all medium
- ❖ Coordinate sale, finance, trade-in, fitment and delivery
- ❖ Maintain customer communication, updates and feedback
- ❖ Contract finalization, coordination and filing.
- ❖ Risk prevention
- ❖ Maintain customer service and relations
- ❖ Drive customer satisfaction
- ❖ Help Drive dealer profitability
- ❖ Keep abreast product knowledge
- ❖ Manage database
- ❖ Update DMS system
- ❖ Relationship management with business partners

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OWN BUSINESS

INDUSTRY

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DURATION

RESPONSIBILITIES

Atkinsons Toyota (McCarthy Toyota)**TOYOTA**

AUTOMOTIVE

USED VEHICLE SALES EXECUTIVE

SEPTEMEBR 1996 – AUGUST 1999

- ❖ Leads: Generation and following up
- ❖ Sales generation through relationship building
- ❖ Good Customer experience and relations
- ❖ Coordinate sale, finance, trade-in, reconditioning/fitment and delivery
- ❖ Evaluate trade-ins and sourced stock
- ❖ Help identify reconditioning items
- ❖ Maintain honest customer communication, updates and feedback
- ❖ Manage database
- ❖ Update DMS system
- ❖ Contract finalisation, coordination and filing.
- ❖ Risk prevention
- ❖ Help Drive dealer profitability
- ❖ Drive customer satisfaction
- ❖ Relationship management with business partners
- ❖ Manage Stock

EDUCATION

INSTITUTION

QUALIFICATION

DATE

CONTENT

CBM TRAINING (CORPORATE, BUSINESS AND MANAGEMENT)

SUBMITTING WINNING TENDERS

18 MARCH 2010

History of Tendering in South Africa
Pre-Tender considerations
Different types of Tenders

Procurement Process
Sources of Tender Notices

INSTITUTION

QUALIFICATION

DATE

CONTENT

i-GROWTH INTERNATIONAL BUSINESS CONSULTANTS

WINNING PROPOSALS

MARCH 2010

Understanding Proposals
Creating the Team
Needs Analysis

Bid/No-Bid decision-making
Preparation and Win Strategy
Team Writing Techniques

INSTITUTION

QUALIFICATION

GRADUATION

SUBJECTS

UNIVERSITY OF THE WESTERN CAPE**B COM (General)**

SEPTEMBER 2008

Economics
Management
Accounting

Statistics
Industrial Psychology
Computer Science

INSTITUTION

LEVEL

COMPLETION DATE

SUBJECTS

ATHLONE SENIOR SECONDARY SCHOOL**MATRIC, STANDARD 10**

DECEMBER 1990

English (HG)
Accounting (SG)
Afrikaans (HG)

Mathematics (SG)
Biology (HG)
Physical Science (HG)



2022 Project with City of Cape Town