Lerato Mokoena

FMCG Sales Representative

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PROFESSIONAL SUMMARY

FMCG sales representative with 5 years covering Gauteng general trade and wholesale. Achieved 112% of an annual R18M target, opened 60 new outlets in 2025 and was named Rep of the Year.

WORK EXPERIENCE

Sales Representative Feb 2021 – Present

Highveld Beverages (Pty) Ltd, Pretoria

- Manage 180 outlets across Tshwane, achieving 112% of the R18M annual target in 2025
- Opened 60 new spaza and tavern accounts in one year through route planning and promotions
- Negotiated shelf space with 12 wholesalers, growing share of shelf by 9 percentage points
- Report weekly sales and forecasts in Salesforce

Retail Sales Associate Jan 2019 – Jan 2021

UrbanStyle Clothing, Johannesburg

- Top seller in the store for 9 of 24 months
- Trained 5 new staff on product knowledge and till procedures

EDUCATION

National Diploma: Marketing 2015 – 2018

Tshwane University of Technology

National Senior Certificate (Matric) 2010 – 2014

Pretoria High School for Girls

SKILLS

Key account management • New business • Negotiation • Salesforce • Route planning • Merchandising • Driver's licence Code B (own car)

LANGUAGES

English (Fluent) • Sesotho (Native) • Afrikaans (Conversational)

REFEREES

Mr. Sipho Dlamini
Regional Sales Manager
Highveld Beverages
Tel: +27 82 000 1111