

BENEDICT EGBE

Sales Management | Business Development
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Ajah, Lagos State

Profile

A Sales professional with over 6+ years of experience driving B2B/B2C revenue, corporate account acquisition and market expansion across hospitality, retail and technology. Experienced in managing end-to-end sales cycle, RFPs and tenders, proposal development, contract negotiation, key account management and sales team performance, with exposure to monthly revenue targets exceeding 90M.

Areas of Expertise

Technical Tools:	CRM Utilisation, ERP Systems, MS Excel, MS Word, PowerPoint, Google workspace
Sales Leadership & Operations:	Training & Onboarding, Performance management, Target setting, Sales reporting, Loss prevention & management, Payroll administration, Inventory management, Team mentoring
Sales & Business Development:	B2B/B2C sales, Go-To-Market strategy, Client relationship management, Lead generation, Prospecting, Market penetration
Commercial & Deal Management:	Proposal development, RFP & Tender management, Partnership development, Contract development & negotiation, Deal structuring, Sales closing

Professional Experience

Parkview Astoria Hotel Hospitality Sales Manager	Ikoyi, Lagos Jan 2026 – June 2026
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- Managed end-to-end B2B sales cycles, from prospecting and lead generation through proposal development, negotiation, closing and account management.
- Consistently achieved 80% to 100% of a 90M monthly revenue target through corporate sales, event & venue bookings
- Researched and pursued corporate sales opportunities, including RFPs and tender opportunities to expand the hotel's client base
- Developed sales proposals, partnership agreements and commercial documents to meet business objectives & client requirement
- Built relationships with C-suite executives, procurement teams, HR department and corporate decision makers to secure and strengthen existing partnerships.
- Represented the hotel at corporate events to generate leads and increase brand visibility within the corporate market

Credipay Tech Startup Sales Supervisor	Island axis, Lagos Contract
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- Conducted B2B prospecting, sales presentations and merchant acquisition activities, communicating Credipay's wallet settlement solutions and commercial benefits to prospective clients.
- Onboarded 30+ active retail merchants monthly, maintaining a minimum 70% target achievement rate
- Collaborated directly with the CEO to execute business acquisition strategies, and expand merchant penetration across major malls
- Led a 3-person field sales team, coordinating daily prospecting routes, client meetings, follow-ups and acquisition activities to maximise merchant growth

Miniso Lifestyle Nigeria Retail Brand Retail Sales Manager (Palms, Brasas & Novare mall)	Victoria Island, Lagos Sep 2019 – May 2025
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- Promoted from sales executive to managerial position within 12 months in recognition of outstanding sales performance
- Consistently maintained above 90% achievement against a 60M+ monthly revenue target
- Managed daily sales & store operations, overseeing staff performance, inventory control and cash handling across locations
- Managed staff training, scheduling and payroll documentation for 18+ staff across three branches
- Led the successful launch of a new MINISO branch, overseeing merchandising and store display layouts

Professional Certifications & Training

HubSpot Academy Certified in Sales Management	Sept 2026
ALX Professional Foundations Workplace readiness, Teamwork, Communication and Problem-solving	Dec 2025
WAVE Academy Certificate of Employability Skills in Retail & Hospitality Industry	2019

Qualifications

University Of Ilorin (Open Distance Learning) Bachelor of Science in Telecommunications	Ilorin, Kwara State 2025
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West Africa Vocational Education (WAVE) Employability skills in Retail & Hospitality Industry	Ajah, Lagos 2019
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