

ALEX ONOGHODJARE

Commission-Based High-Ticket Sales Closer | Remote Sales Consultant | Transformation Coach

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PROFESSIONAL SUMMARY

Results-driven sales leader and consultative closer with 16+ years of experience selling, scaling and managing revenue across financial services, fintech, consumer goods, SME lending, partnerships and field/telesales channels. Proven ability to qualify prospects, uncover pain points, position high-value solutions, handle objections, create urgency and close revenue opportunities. Experienced in high-volume pipeline management, CRM discipline, remote/phone-based sales follow-up, performance coaching and commission-driven sales cultures. Now focused on applying senior sales experience directly in a remote, commission-based high-ticket closing role where strong communication, discipline and conversion drive income.

HIGH-TICKET CLOSING VALUE PROPOSITION

Discovery	Offer Positioning	Objection Handling	Close & Follow-Up
Qualify needs, urgency, affordability and decision drivers through structured conversations.	Translate client goals into a clear value case and practical path to results.	Address concerns around price, trust, timing, ROI, eligibility and commitment.	Use disciplined follow-up, pipeline ownership and CRM tracking to convert prospects.

CORE SALES & CLOSING SKILLS

High-Ticket Consultative Sales | Remote Closing: Phone & Zoom | Discovery & Needs Diagnosis | Objection Handling | Pipeline Management | CRM Discipline: Trello/Salesforce-style workflows | Lead Follow-Up & Nurturing | Offer Presentation | Negotiation & Closing | Customer Trust Building | Performance-Based Selling | Fitness & Wellness Transformation Positioning | Sales Scripts & Call Reviews | Start-Up Commercial Execution | Team Coaching & Sales Training | Revenue Forecasting

PROFESSIONAL EXPERIENCE

Executive Sales Director / Sales Director - Nigeria | Renmoney Microfinance Bank | Aug 2024 - Present

- Lead national sales across personal loans, salary-backed lending, SME loans, partnerships, agency channels, telesales and field sales.
- Drive consultative selling of financial solutions to salaried employees, SMEs, business owners, employers, partners and distributors.
- Own sales funnel performance across lead generation, qualification, offer positioning, documentation, conversion, disbursement and retention.
- Led commercial transformation that delivered 200%+ sales and revenue growth, with improved month-on-month profitability.
- Digitized sales operations and automation workflows, cutting processing time by 60% and improving productivity by 100%.
- Built high-accountability sales routines: daily pipeline reviews, conversion tracking, coaching, objection management and performance governance.
- Partner closely with Product, Risk, Credit, Operations, Marketing and Technology to remove funnel friction and improve customer conversion.

Channel & Business Development Director - Nigeria | The Coca-Cola Company | Apr 2024 - Aug 2024

- Drove partnership-led growth by building route-to-market programs, channel execution strategies and digital activation plans.
- Co-created Africa best-in-class execution frameworks, improving commercial discipline, channel visibility and customer engagement.
- Worked with distributors, retailers, partners and internal stakeholders to increase penetration and strengthen execution standards.

Director, Channel Execution - Africa Operating Unit | The Coca-Cola Company | Oct 2022 - Mar 2024

- Co-created and executed Africa-wide channel execution strategy, expanding active outlets by 180%+ within 12 months.
- Launched and accelerated premium portfolio programs across retail channels, improving visibility, penetration and market share.
- Designed execution playbooks, sales standards and performance routines used across multiple African markets.

National Sales Manager | Distell Wines & Spirits Nigeria | Apr 2021 - Oct 2022

- Directed national sales and trade marketing strategy, achieving record market share growth across key brands and channels.
- Launched 4th Street Non-Alcoholic brand, surpassing target within six months through structured route-to-market execution.
- Built a performance culture supported by sales incentives, distribution rewards and consistent field execution.

Regional Business Manager - South & East Nigeria | Paga Group Limited | Mar 2020 - Apr 2021

- Grew regional transaction volume from N2.6B to N4.7B in under one year through agent activation, customer acquisition and partner engagement.
- Reactivated 11% of dormant agents and achieved 300% growth in new customer adoption plans.

- Managed fintech sales execution across agents, merchants and customers, strengthening adoption of digital financial services.

EARLIER SALES LEADERSHIP EXPERIENCE

- Regional Distributor Manager - Spirits, Guinness Nigeria Plc | Eastern Nigeria | 2019 - 2020: Launched four key spirit products, achieved 85% availability in strategic locations within one month and delivered NGN 2.8B in GSV.
- Wholesale Manager, Guinness Nigeria Plc | Rivers & Bayelsa | 2014 - 2018: Delivered 348 high-profile activations and NGN 1.5B in sales through the Guinness Party Scheme; recruited and deployed 12 Open Market Executives.
- Area Sales Manager / Retail Development Manager, Guinness Nigeria Plc | 2011 - 2014: Increased territory sales by 15%, delivered 30% uplift in clustered retail zones and led multiple product launches.
- Sales & Marketing Manager - Northeast, Niger Burg Paints Limited | 2010 - 2011: Managed territory sales, customer acquisition and market development for consumer products.

FIT FOR COMMISSION-BASED HIGH-TICKET CLOSER ROLES

- Comfortable with performance-only compensation environments where income is directly tied to activity, conversion and closed revenue.
- Strong fit for structured sales processes involving warm leads, discovery calls, Zoom consultations, guided scripts, DocuSign-style closing and disciplined follow-up.
- Experienced selling offers that require trust, urgency and value explanation rather than simple product pushing.
- Able to work independently in remote environments while maintaining daily activity tracking, pipeline updates, training participation and accountability.
- Commercially mature enough to contribute ideas in start-up settings while remaining coachable and process-driven.

EDUCATION, CERTIFICATIONS & PROFESSIONAL MEMBERSHIPS

- Master in Sales & Marketing - Universidad Internacional De Valencia, 2022
- B.A. (Ed), Fine & Applied Arts - Delta State University, 2008
- Certifications: Driving Business Innovation - Lagos Business School; Advanced Strategic Leadership - MSBM UK; Strategic Management & Innovation - Copenhagen Business School; Entrepreneurship & Innovation - Universita Bocconi; Leading Inclusively - Deloitte Alchemy Leadership School.
- Memberships: Fellow, National Institute of Credit Administrators; Member, National Institute of Marketing of Nigeria; Fintech Association of Nigeria; Institute of Certified Sales Professionals.

SELECTED AWARDS

Excellence Achievers Award - Coca-Cola Company (2024) | Diversity & Inclusion Leadership Award - Distell Nigeria (2022) | Great Achiever & Best Team Awards - Distell Nigeria (2021) | Best Regional Manager - Paga Nigeria (2020) | Retail Development Excellence Award - Guinness Nigeria (2013)