

Regie Ferdiyanto

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PROFILE

As a professional salesperson with 7+ years of experience with strong result-driven approach and passionate about establishing and maintaining client relationships, reliable in finding new clients, able to offer products or services an agile in negotiations. Possessing exceptional communication, time management and also eager and quick to lean new things.

KEY SKILL & COMPETENCIES

Skillset - Sales Force, Sales Strategy Implementation, Influential Contract Negotiation, Customer Prospecting & Retention, After Sales Support

Toolset - Microsoft Office

LANGUAGES

Indonesia - Native proficiency (oral and written)

English - Basic proficiency (oral and written)

PROFESSIONAL EXPERIENCE

PT. Antarmitra Sembada

Senior Key Account Executive

September 2023 - May 2025

- Managed and develop business plan at NKA, LKA and Chain Pharmacy (The Foodhall, Farmers Market, CK, Aeon, Guardian, Watson, Boots).
- Managed strategic relationship with principal and high-value key accounts, fostering engagement, education, and information sharing to achieve significant revenue growth.
- Coordinates with internal teams to deliver personalized solutions and seamless service for key accounts.
- Increase value within existing strategic accounts through upselling, cross-selling, and service excellence.
- Achieved 105% YTD sales and grew territory by 5%.

PT. Grafindo Media Pratama

Sales Senior Representative

September 2022 - August 2023

- Focused on introducing and strengthening the grafindo brand within assigned territory by leveraging existing client relationship and expanding into new schools.
- Successfully increased brand presence and product adoption across key school account, resulting over 20% growht in regional sales compared to the previous year.
- Conducted targeted outreach and product demonstrations to drive awareness and acceptance among school principal and curriculum decision-maker.
- Developed localized sales strategies to penetrate competitive markets, establishing grafindo as a credible alternative to established textbook providers.

- Provide coaching, target monitoring, and strategic support to ensure the team consistently met monthly objectives.
- Maintained strong after-sales service and follow-up, increasing satisfaction and brand loyalty.

PT. Penerbit Erlangga Mahameru

Group Leader

December 2021 - September 2022

- Led and managed a team of 2 sales representatives, providing coaching, field support, and performance evaluation to drive results.
- Achieved 90% of the IDR 7 billion annual target within just 6 months
- Guided one sales representative to become top sales performer company-wide, reflecting the effectiveness of team leadership and sales strategy.
- Developed and implemented localized sales strategies tailored to school needs, resulting in faster market penetration and higher client engagement.
- Maintained close collaboration with cross-functional teams (marketing, logistics, and academic consultants) to support territory expansion and client satisfaction.
- Delivering detailed sales repots and projections to senior management, contributing to strategic planning and forecasting accuracy

PT. Penerbit Erlangga Mahameru

Sales Representative

September 2017 - December 2021

- Managed sales and distribution of elementary school, focusing on private and public school clients within assigned territories.
- Achieved and consistently exceeded an annual sales target of IDR 3 billion, with strong year-over-year growth.
- Secured long-term contract with 25 private schools, each averaging over IDR 100 million in annual purchases.
- Built and maintained relationship with key decision-maker (principals, curriculum coordinators), leading to high client loyalty and repeat orders.
- Conducted regular school visit, product presentations, and training season to ensure proper use and satisfaction with textbook offerings.
- Expanded coverage into new districts and increase brand visibility, directly contributing to company growth in untapped markets.

EDUCATION

Universitas Negeri Jember

Bachelor's degree, Business Administration, GPA 3,11/4

Activities : staff of external division

HONOR AND AWARDS

Awarded as TOP National Sales Performer in 2018 (PT. Penerbit Erlangga Mahameru)

Ranked #1 in both revenue and sales growth across the national wide

Awarded as Fastets Target Achievment in 2021 (PT. Penerbit Erlangga Mahameru)

For outstanding sales execution and regional growth performance.

Awarded as TOP 5 National Key Account Executive in 2024 (PT. Antarmitra Sembada)