

NIKOLE PILLAY

ACCOUNT EXECUTIVE



How long have you been with L2B and what do you do here? I joined Leads 2 Business as an Account Executive in the beginning of the year 2020. I manage the Eastern Cape region maintaining my existing client base and prospecting new business within the construction industry

Give us insight into your day to day? First Coffee, making a "to do list" in my diary and route planning for my appointments of the day. During appointment visits I entail training new subscribers on our portal and our complete service offering, while maintaining and building relationships with existing subscribers. Discussing the current market and providing one another with insight on who is building what, where and when.

What do you enjoy most about your job/L2B? Understanding my client's needs and determining whether a I can meet those needs. I enjoy providing training and ensuring clients understand our portal as I believe it is our job to help them do theirs. Especially with assisting with new and existing leads they looking for, this is the most rewarding!

What is the best career lesson you've learned so far? Be willing to learn, you can do anything you put your mind to.

What is your biggest achievement to date - personal and/or professional? Becoming a mom this year to my daughter is my most cherished title. When I started at L2B I successfully achieved being top of my game on retention and maintaining the lowest cancelations of clients for most of my first two years.

Highlights from your time at L2B so far? Being new to the construction industry when I started, getting to know everyone within my client base and building relationships with everyone. I have now understanding of the holistic life cycle of a project and to hear how our clients are involved in the developments.

Three words to best describe you: Optimistic, Energised, Caring

How do you define success? SUCCESS is liking yourself, liking what you do and liking how you do it

What do you like to do when you aren't working? Spending time with loved ones and long beach walks on summer days

What's something most people don't know about you? I have an obsession with Corgi's and eventually got my own.

What's the most interesting trend you see today? TikTok gifting

How do you balance your career and family? Start small by setting priorities and plan in advance where possible. Making the most of every weekend to prioritize quality time.

What did 2020 teach you? Self-care is not a luxury but a necessity. It will always be a time to look back on and reflect on what you gained, what you over came and what you personally learnt.