

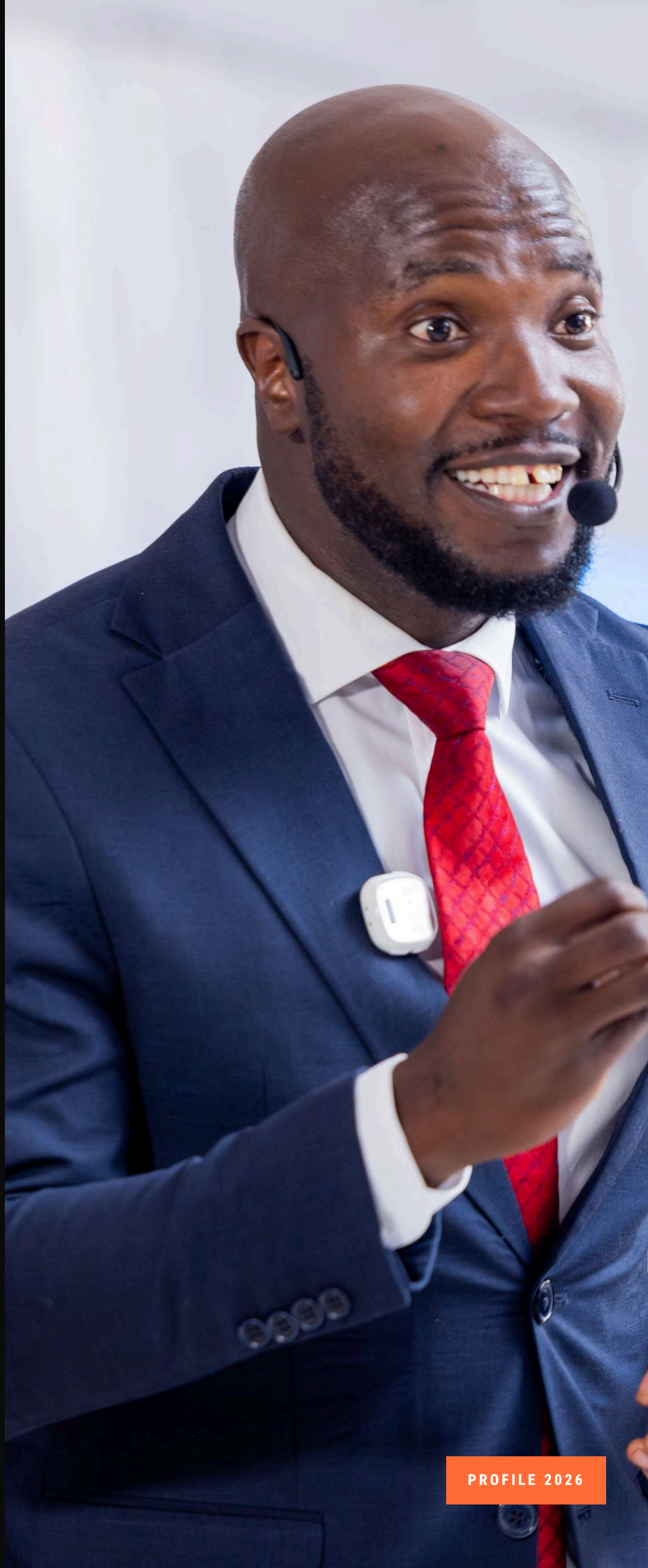
THE CHARTERED VENDOR

SALES CONSULTANT · COACH · TRAINER

JERRY MORE NYAZUNGU

-
- Sales Consulting
 - Sales Coaching
 - Sales Training
 - Business Consulting
 - Keynotes & Seminars

Founder, The Chartered Vendor
Founder & Group CEO, M&J Africa
Harare, Zimbabwe · Lusaka, Zambia
thecharteredvendor.com



PROFILE 2026

FROM THE PAVEMENTS OF HARARE TO AFRICA'S BOARDROOMS.

Jerry More Nyazungu learned to sell long before he learned business theory. **Four years as a Harare street vendor** gave him an education in selling that no lecture hall could offer, and it shapes every programme he runs today.

Jerry was born in the village of Watsomba. In 2005 he left for Harare with big hopes and very little else. The city had other plans. From 2005 to 2009 he made his living on the street, selling airtime, bananas and sweets to anyone who would stop.

Informal trade was unforgiving. Some days a single meal was a luxury. There were arrests, relentless municipal crackdowns and, at the worst moments, beatings on the soles of his feet. Those years could have broken him. Instead they built the resilience, adaptability and hunger that define his work.

The pavement was also a classroom. Every sale taught him how buyers think, how to read a customer, how to handle objections and how to ask for the order. When Jerry later pursued formal business education, he found the two worlds sharpened each other. That blend became his first book, *The Chartered Vendor*, and the name of everything he does.

Today, as The Chartered Vendor, Jerry consults, coaches and trains sales teams and business owners across Zimbabwe and Zambia, turning hard-won street lessons into sales systems that grow revenue. He also leads M&J Africa, the business and management consultancy he founded in 2014.

MILESTONES

Watsomba

Born and raised in rural Zimbabwe.

2005

Moves to Harare in search of opportunity.

2005 – 2009

Street vendor. Survives arrests, crackdowns and hunger.

Next

Pairs street experience with formal business education.

2014

Founds M&J Africa, a business and management consultancy.

Today

The Chartered Vendor: 4,500+ SMEs served, 100,000+ people trained, four books.

THE IDEA

**STREET-SMART INSTINCT PLUS
FORMAL DISCIPLINE. THAT IS
THE CHARTERED VENDOR.**



HELPING AFRICAN BUSINESSES **SELL MORE.**

Most businesses don't have a product problem. They have a selling problem. Jerry works with owners, sales managers and front-line teams to find where sales are leaking and fix it with practical, street-tested methods that people can use the next morning.

4,500+

 SMES
SERVED

100K+

 PEOPLE
TRAINED

10+

 YEARS
EXPERIENCE

2

 COUNTRIES
OF OPERATION

4

 PUBLISHED
BOOKS

01 SALES CONSULTANT

Diagnoses why sales are stuck, then builds the fix: sales structure, targets, pipeline management, pricing conversations, incentives and the systems that keep a team accountable.

03 SALES TRAINER

Customised in-house programmes built around each client's industry, products and customers, delivered face-to-face and online, plus the 12-Week Sales Institute.

CORE TRAINING MODULES

- The Basics of Selling
- The Art of Prospecting
- Effective Follow-Up Strategies
- The Art of Customer Service
- Negotiating and Closing
- Understanding How Buyers Think

02 SALES COACH

One-on-one and team coaching for business owners, sales managers and reps. Clear goals, honest feedback and follow-through until the numbers move.

04 SPEAKER & AUTHOR

High-energy, story-led keynotes and seminars, backed by four books that turn the vendor mindset into lessons any business can apply.

WAYS TO WORK WITH JERRY

- In-house corporate sales training
- 12-Week Sales Institute
- Sales consulting engagements
- One-on-one and team coaching
- Business seminars and Sell More Summit
- Conference keynotes

ALSO

BUSINESS CONSULTANT

As founder and Group CEO of M&J Africa, a business and management consultancy operating in Zimbabwe and Zambia, Jerry also advises organisations on strategy development, digital optimisation, marketing, accounting and audits.



TRUSTED BY LEADING ORGANISATIONS.

From financial services and telecoms to hospitality, motor retail and education, organisations across Zimbabwe and the region have brought in The Chartered Vendor to sharpen their sales teams.

INDUSTRIES SERVED

Banking & Insurance	Telecoms & ICT	Property & Construction	Hospitality	FMCG & Retail
Motor Industry	Energy	Security	Education	Professional Services
				NGOs

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THE CHARTERED VENDOR **LIBRARY.**



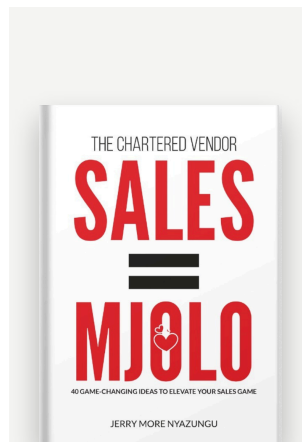
THE CHARTERED VENDOR

Jerry's story, and the case for blending practical and formal education.



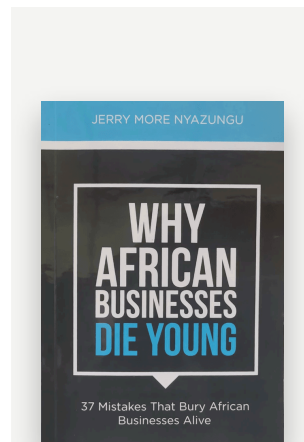
SELLING LIKE A VENDOR

A field guide to grassroots sales strategies that work in African markets.



SALES = MJOLO

Relationship-driven selling, explained through the rules of dating.



WHY AFRICAN BUSINESSES DIE YOUNG

The 37 critical mistakes that cut African enterprises short.



BEYOND THE SALE

A MENTOR FOR AFRICA'S NEXT GENERATION

Jerry is a committed advocate for Africa's youth. He mentors young salespeople and first-time entrepreneurs, and believes the continent's growth depends on people who can sell what they build.

His journey from the streets of Harare to the front of Africa's boardrooms is a personal triumph, and a challenge to others to rise above their circumstances and build businesses that stand the test of time.

BOOK **JERRY.**

Sales training, consulting, coaching, keynotes, seminars, interviews and panel appearances across Africa.

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