



AREA SALES OFFICER (MOUNT KENYA REGION)

The Area Sales Officer will be responsible for delivering technical advice and customer service support to farmers and distributors while selling the company's products and services. Also develop and implement a sales call process to productively manage accounts within a specific territory assigned.

Key Responsibilities

- Present, promote and sell Samakgro products to prospective and existing customers
- Prospect and analyse needs of existing/potential customers to understand and meet their needs
- Establish, develop and maintain positive business and customer relationships
- Reach out to customer leads through cold calling and prospected market visitations
- Expedite the resolution of customer problems and complaints to maximize customer satisfaction
- Achieve agreed upon sales targets and outcomes within assigned areas
- Coordinate sales effort with team members and other departments
- Analyze the territory/market's potential, track sales and provide status reports
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.
- Keep abreast of best practices and promotional trends while giving timely feedback to management

Key Qualification, Experience, Skills, and Competencies

- a. Degree/Diploma in Sales and sales marketing from a recognized institution
- b. At least 3-5 years' experience as a technical salesperson
- c. Basic experience in Aquaculture sales will be an added advantage
- d. Excellent knowledge of MS Office, EPRs AND CRM practices and ability to build productive business and professional relationship
- e. Highly motivated and target driven with a proven track record in sales

Interested candidates are requested to send their updated CV and cover letter to hc.ke@samakgro.com stating the subject heading **AREA SALES OFFICER** by **22nd November 2024**.

Only shortlisted candidates will be contacted.