

Role: Sales Executive

Reporting to: Commercial and Sales Manager

Location: Limuru, Kiambu.

Industry: Fresh food

Company Overview:

A fast-growing supplier of premium fresh produce, committed to delivering high-quality fruits and vegetables to our clients. We take pride in supporting our partners with reliable, fresh, and tailored supply solutions.

Job Purpose:

The Sales Executive will be responsible for identifying, acquiring, and managing new accounts. This role involves field prospecting, relationship management, and closing deals with food service buyers to ensure the company becomes their preferred produce supplies

Key Responsibilities:

- Proactively identify and approach potential clients within the region and nationally.
- Negotiate pricing, supply terms, and delivery schedules in line with company policies.
- Promote the full product portfolio with strong product knowledge.
- Identify and pursue new business opportunities in retail, wholesale, and institutional markets.
- Build and maintain a strong sales pipeline eg. from hotels, restaurants.
- Monitor sales in the market to ensure targets and objectives are met.
- Generate sales, gather sales leads, and manage existing accounts by visiting clients, presenting products, and doing courtesy visits.
- Market research and develop strategies for market penetration and prospecting potential clients.
- Conduct client visits, presentations to showcase product quality and service reliability.
- Coordinate with the logistics and operations team to ensure timely and accurate deliveries.

- Monitor market trends, competitor activity, and client feedback to improve offerings.
- Maintain regular contact with key accounts to ensure satisfaction and long-term retention.
- Expanding the market reach.
- Prepare and share weekly reports on pipeline and performance.

Qualifications:

- Diploma or Degree in Sales, Marketing, Business Administration, or a related field.
- Minimum 4 years of sales experience, preferably in fresh produce, FMCG, or agrisme's sectors.
- Proven track record in business development and customer relationship management.
- Knowledge of fruits and vegetables market trends, pricing, and distribution.
- Knowledge of the fresh produce market and supply chain is a must.
- Excellent communication, negotiation, and interpersonal skills.
- Self-driven, proactive, and able to work independently in the field.
- Strong organizational and planning skills.

Key Performance Indicators

- Total Sales Revenue: Daily, weekly, or monthly gross sales.
- Customer Acquisition Rate: Number of new clients on-boarded.
- Sales Growth Rate: Percentage increase in sales over a specific period.
- Revenue by Product Category: Identifying top-performing fresh produce.
- Customer Retention Rate/Loyalty: Percentage of repeat clients.
- Lead Conversion Rate: Percentage of prospects converted into buying customers.
- Customer Satisfaction (CSAT): Feedback from clients regarding quality and delivery.