

Job Description

Job Title	Sales & Business Development Manager
Department	Management
Reports To	General Manager
Branch	HQ

ROLE PURPOSE

The Sales & Business Development Manager will be responsible for supporting driving sales growth, managing field sales operations, improving branch sales performance, developing new business pipelines and strengthening customer relations across existing and new customers.

The successful candidate will play a key role in expanding market reach, improving sales discipline, increasing customer acquisition, supporting branch teams, and positioning Ciira as a trusted supplier of agricultural inputs and agronomic solutions across Kenya.

ROLES & RESPONSIBILITIES

1. Sales Leadership & Fields Team Management

- Supervise & support field sales representatives to achieve sales targets
- Conduct regular field visits to monitor performance and provide coaching/training where necessary.
- Ensure proper execution of sales strategies and promotional activities in the market.
- Assist in setting team targets, tracking performance metrics and ensuring route adherence.
- Manage relationship with distribution customers (Stockists, farms)

2. Monitoring, Reporting & Analytics

- Prepare regular sales and performance reports for management review.
- Monitor team productivity, sales trends, and market coverage.
- Analyze market trends, competitor activities to provide actionable insights.
- Track KPIs and recommend improvement initiatives.
- Review and evaluate route-to-market effectiveness & distribution efficiency

3. Branch Market Activities

- Tracking and coordinating branch-level sales activities.
- Work closely with branch teams to identify sales opportunities and improve customer service.
- Ensure teams effectively execute seasonal campaigns and market development initiatives.
- Support in identifying new business opportunities and customer segments.

4. Business Development

- Develop new sales pipeline including but not limited to commercial farms, stockists, institutions, cooperatives, farmer groups etc.
- Support development of new routes to market and identify potential new territories.
- Manage relationships with stockists and distributors within assigned regions & or territories.
- Resolve issues affecting stockist, farms and drive customer satisfaction.

5. Farm Outreach & Market Engagement

- Coordinate and support farm outreach activities and customer engagement initiatives.
- Build and maintain strong relationships with farmers, distributors, stockists, and key stakeholders.
- Support & organize market activations, and awareness campaigns to increase company visibility.

QUALIFICATIONS & EXPERIENCE

- ☆ Bachelor's degree or Diploma in Agribusiness, Business Administration, Sales, or related field.
- ☆ Minimum of 5 years in sales management, preferably in the agroveterinary, agribusiness or distribution sector.
- ☆ Demonstrated experience in developing and executing business growth strategies.

SKILLS & COMPETENCIES

- ☆ Proven business development acumen
- ☆ Strong team leadership and performance management
- ☆ Sales planning & territory management
- ☆ Strong negotiation and presentation skills
- ☆ Strong data reporting and analytics
- ☆ Analytical thinking and decision-making
- ☆ Deep understanding of agricultural products and customer dynamics
- ☆ Excellent written and verbal communication