
JOB DESCRIPTION

Job Ref. No. VSM/001

Job Location: Limuru

Role Setting: FMCG sector

Position: Van Sales Manager

The role requires the holder to routinely visit and service an established route, serve customer needs, identify sales leads in the area, and ensure collection while ensuring growth of the clients database and achievement of the specified targets.

Main Responsibilities

- ❖ Establish and maintain healthy relationships with existing and potential customers, addressing their needs and preferences to drive sales.
- ❖ Present and demonstrate products or services to customers, highlighting features, benefits, and pricing information.
- ❖ Take orders from customers, process sales transactions, and issue receipts or invoices for purchases.
- ❖ Negotiate business terms with customers to maximize sales revenue and profitability.
- ❖ Cross-sell or up-sell additional products to customers to increase order value and meet sales targets.
- ❖ Provide product recommendations, advice, and assistance to customers based on their requirements and preferences.
- ❖ Maintain accurate records of sales activities, customer interactions, and inventory levels using sales software or databases.
- ❖ Collaborate with supervisors and colleagues to coordinate sales activities, share insights, and develop strategies.
- ❖ Receive and resolve customer complaints, issues, or concerns in a timely and professional manner, ensuring customer satisfaction and retention.
- ❖ Responsible for conducting daily reconciliation upon return from the field every evening.
- ❖ Inform customers of new products and price changes.

Key Competencies

1. Good communication and interpersonal skills
2. Good day to day and sales-related planning skills
3. Good organization skills.
4. Good time management skills.
5. Strong ethical standards.
6. Attention to detail and accuracy.
7. Ability to prioritize tasks.
8. Good analytical and problem-solving skills.
9. Team player with a positive attitude and willingness to learn.

Qualifications

1. Diploma in Business administration, sales marketing, business management, or a related field.
2. 3-4 Years experience in FMCG Sales environment.
3. Knowledge in use of sales CRM software.
4. Excellent mathematical comprehension and understanding.
5. Must have a BCE driving license with years of experience attached to it.

Key Result Area

1. Routine sales targets achievements.
2. General revenue generation.
3. Finance collections.
4. Customer metrics: customer satisfaction, customer issues resolution, and ratings.
5. Customer growth: portfolio and ordering capacity