

JOB DESCRIPTION	
POSITION TITLE	Sales Representative
SUPERVISOR	Sales Manager
LOCATION	Limuru
MAIN PURPOSE OF THE POSITION	
The key role for this position is in close coordination with the sales manager ensure selling of products to all targeted outlets, creating sales leads and following up with the same as well as with new customers	
ROLES AND RESPONSIBILITIES	
<ul style="list-style-type: none"> • Sell within assigned selling route/territory daily and within time and specific journey plan. • Ensure MPA (Minimum Product Assortment) adherence per segment. • Ensure end of day reconciliation of stocks and collections • Attend all strategy meetings • Keeping in contact with existing customers in person and by phone. • Meeting allotted monthly sales targets. • Promoting new products and any special deals. • Visiting existing and potential clients to evaluate their needs. • Servicing of all customer outlets and adherence to journey plan. • Recruiting new outlets. • Maintain competitive knowledge to create and adjust sales targets. • Enhance product awareness, promotions, advertising, branding, and initiatives to effectively achieve increased sales. • Maintaining existing customers and recruiting new potential customers. • Responsible for conducting daily reconciliation upon return from the field every evening. • Identifying business opportunities with current and prospective customers. • Monitoring competitors by gathering current marketplace information on pricing and new products and delivery schedules. • Maintaining inventory by conducting monthly physical counts and reconciling variances. • Maintaining positive business relationships with customers to ensure future sales. • Resolving customer complaints by investigating problems and developing solutions. • Inform customers of new products and price changes. 	
KNOWLEDGE, SKILLS AND ABILITIES REQUIRED	
➤ Excellent interpersonal, verbal communication and organizational skills	

- Detail and goal-oriented individual
- Highly proactive
- Ability of identifying new opportunities & recruitment of new customers
- Ability to monitor sales and market trends
- Excellent negotiation skills

KEY PERFORMANCE

KEY RESULT AREA	
Overall sales performance	Revenue generation
	Market coverage
	Customer satisfaction
	Customer resolution
	Customer portfolio
	Customer retention
	Report Sharing
	Compliance to company rules and procedures