

Direct Sales Representatives- Job Vacancy

We are a fast growing deposit taking SACCO with members drawn across all the 47 counties in the country. We are looking for aggressive and smart Direct Sales Representatives.

The Position

Reporting to the Business Development Officer, the job holder will be responsible for supporting the development and execution of the business, sales & marketing plan for the Sacco

Key Responsibilities:

1. Recruit new members to the Sacco across the country.
2. Ensuring the recruited member accounts are fully funded and active.
3. Achieving the set individual targets in terms of numbers and values.
4. Supporting the organization and participating in sales and marketing events
5. Assist in Disseminating relevant savings, loans, and services information to the Sacco members.
6. Cross-selling products/services to existing and potential members.
7. Assist in identifying new sales, sales prospects and follow up on new leads and referrals resulting from field activity
8. Assisting in marketing research and segmentation.
9. Participating in various outreach events such as member education, among others.
10. Submitting periodic sales reports in the prescribed manner.
11. Carrying out sales activation drives.
12. Establishing and maintaining sound member relationships.
13. Ensuring compliance with necessary due diligence and the Sacco Know Your Customer (KYC) policies.
14. Drive demand for the Sacco's product portfolio.
15. Keep a keen eye on market trends and the competition.
16. Preparing sales reports on weekly, monthly, quarterly basis for analysis by the supervisor.
17. Assist in implementation of sales, marketing and business growth strategies.
18. Assist in preparation of presentations for prospective customers.
19. Visit clients to get complaints/comments and handling complaints at the field level.

Key Result Areas:

The accountability areas are as follows:

Improved customer satisfaction.

Increased market share.

Comparative analysis of markets trends.

Efficient marketing strategies for all the Sacco's products and services.

Knowledge and Skills Required:

- ✓ Diploma in Sales & Marketing/ business related field and a bachelor's degree in marketing or related field will be an added advantage.
- ✓ Individuals with professional qualifications in sales and marketing will have an added advantage.

- ✓ At least one year working experience in a similar role – preferably in a Sacco/microfinance/bank/insurance/ or related sector.
- ✓ Able to meet set recruitment target within the timeframe.
- ✓ Individual should be a computer literate.
- ✓ Must have good negotiation skills and ability to close sales deals.
- ✓ Work requires professional written and verbal communication and interpersonal skills.
- ✓ Ability to interact with people from diverse background.
- ✓ Proven track record in implementing successful marketing programs.
- ✓ Creative and innovative.
- ✓ Excellent communication, influencing and presentation skills.

How to Apply

Applicants attaching a detailed CV, copies of Academic/Professional Certificates, chapter six requirements, names of three referees and day time mobile telephone numbers.

Qualified and interested candidates who meet the criteria should send their applications on or before 26th March 2022 to **info@asilisacco.coop**