

ASILI SACCO SOCIETY LTD
DIRECT SALES REPRESENTATIVES
JOB VACANCY

Location – Across the country

Remuneration – Very attractive commission Structure and Retainer.

Duties and Responsibilities

- Marketing and selling societies products and services to customers through field visits, in house calls, internet, and other marketing channels.
- Drive demand for the societies product portfolio.
- Create market awareness for the societies product.
- Establish and maintain effective working relationships with clients.
- Identify sales prospects and follow up on new leads and referrals resulting from field activity
- Keep a keen eye on market trends and the competition.
- Reviewing sales performance on weekly, monthly, quarterly basis
- Maintaining thorough knowledge of company products and services.
- Implement all marketing and business growth strategies.
- Sell and market all Sacco products.
- Prospect for new business.
- Prepare presentations for prospective customers.
- Recruit new members to the Sacco.
- Collection of competitor's intelligence and reporting of the same to your supervisor.
- Keep in safe custody all marketing materials i.e. brochures, banners, tapes etc
- Preparation of weekly business report for the area
- Participate in trade fairs, marketing promotions, road shows and any other publicity campaign as may be assigned and providing reports on the same.
- Liaison office in charge of ensuring that information is disseminated to members on time
- Carry out customer survey and ensure customer service is up to the standard.
- Member education – Pass Sacco information to the customers on any new policies that may be implemented.
- Visit clients to get complaints/comments and handling complaints at the field level
- Perform any other duty as may be assigned from time to time

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 Sales & Marketing/ business related field and a bachelor's degree in marketing or related field will be an added advantage.
- Minimum 2 years' experience in sales and marketing and business development in financial institution.
- 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.
- Must have good negotiation skills and ability to close sales deals.
- Work requires professional written and verbal communication and interpersonal skills.
- Ability to communicate and interact with people from diverse background
- Handling customer requirements related to loans.
- Proven track record in implementing marketing successful programs.
- Business savvy.
- Creative and innovative.
- Excellent communication, influencing and presentation skills.
- Proficiency in computer.

How to Apply

Qualified and interested candidates who meet the criteria should send their applications on or before 30th January 2024.

Applications to be send to the email address below,

Info@asilisacco.coop and maurine.chesang@asilisacco.coop

Interviews will be done on a rolling basis.