

Eldoret Sales Team Leader at Kasha Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Kasha is a fast-growing startup e-commerce company in East Africa focused on women's health and personal care, selling products such as menstrual care, contraceptives, HIV self-tests, soaps, lotions, baby diapers, and beauty products. Kasha's e-commerce is highly accessible across the region and customers can order via website, app, USSD (basic mobile phone, no internet), call center or social media. On top of the consumer business, Kasha's business includes market insight, analytics, and service offerings to global manufacturers of FMCG, Pharma and Beauty products with the aim of helping them drive their revenue and market penetration.

Job Purpose:

To actively seek out and engage customers in order to sell Kasha's products. Lead the sales team including all the agents and ensure superior sales execution across Eldoret and Western/Nyanza regions. Providing complete and appropriate solutions for every customer in order to boost customer acquisition levels, top-line revenue growth, and profitability.

Job Responsibilities:

Lead the company to execute with operational excellence across the wholesale, retail and

Managing agents in the assigned territory to ensure optimum sales and coverage productivity.

Upholding the coverage plan while achieving agreed-upon sales targets and outcomes within the set schedule.

Presenting, promoting, and selling KASHA products by using solid arguments to existing and prospective customers in specific assigned regions.

Maximizing the visibility of KASHA products by ensuring that they are well displayed at all impulse locations in the stores and continuously ensuring a high standard of presence and merchandising for key products.

Building distribution of all KASHA brands & SKUs (Stock Keeping Units) in all outlets.

Adhering strictly to company pricing, offers, and discount strategies.

Keeping abreast with best practices and promotional trends, identifying emerging markets and market shifts while being fully aware of new products and competition status.

Making regularly scheduled sales calls and in-person contact with all major customers within your region.

Developing and maintaining amicable win-win relationships with key customers; building goodwill with customers and exerting all effort to help businesses resell KASHA's products prior to their expiry date.

Maintaining accurate and neat records, files, and reports on customers and their geographic scope of business, and sales opportunities as well as staying abreast and reporting on competitor activity within the agent geography.

Maximize customer satisfaction by expediting the resolution of customer problems, complaints, and queries such as questions about credit terms, products, prices, and availability.

Submitting all required reports such as market-intelligent, with a key focus on pricing, product changes, promotions, NPDs, and new players in the trade.

Role Requirements:

Bachelor's degree/Diploma in business, marketing, economics, or a related field.

A minimum of 2-3 years of proven work experience preferably in an FMCG setting.

In-depth knowledge of Sales and KPI measurement.

High levels of competency in Microsoft applications including Word, Excel, and Outlook.

Experience with an ERP such as Dynamics is an added advantage.

Understanding of business functions such as sales, customer care, supply chain, marketing, etc.

Demonstrable competency in strategic planning and business development.

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