

FIELD SALES HEAD

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Company: Mcarfix Limited

Location: Nairobi

Category: Business-and-Financial-Operations

As the Field Sales Head, you shall, foremost, be responsible for revenue generation through and using Filed Sales. You shall lead and line-manage the Field Sales Team, have a day-to-day overview of the Company's MTD performance on Sales, set sales goals, analyze data, and develop training programs for the Field Sales Representatives, and also advising them on ways to improve their sales performance. You shall oversee regional and local sales teams, stay in contact with players in the motor vehicle sector, always have a strategic overview of the ecosystem and performance of the product on the dashboard, and ensure the Company's market presence is constantly improving. You shall analyze sales statistics that your Team members gather to determine the sales potential of our products and monitor customer preferences. You shall also be responsible for recruiting, training, leading and managing the Field Sales Team and driving their performance to achieve their sales targets towards consistently increasing net profits for the organization. You shall use your in-depth knowledge in Sales & Marketing and in-depth understanding of the motor vehicle market to develop a strong sales strategy that is tailored to the Company's goals and objectives. You shall design and run campaigns using multiple channels including direct selling, product demos, guerilla marketing etc. and also utilize other lead generation, marketing and selling methods to scale up demand for our product. You shall be responsible for all aspects of the demand generation process and building a complete lead generation system that gets results. Your ultimate goal is to deliver on daily, monthly, quarterly and annual revenue targets. You shall be required to get your team to deliver game-changing results, spearheading the move to take the product global within months. Reporting to the CEO and/or his

designate, the main roles of this position include:

1. Generate consistently increasing revenue for the company by meeting the set daily, weekly, monthly, quarterly and yearly revenue targets
2. Set up, implement and manage the Company's overall sales strategy in order to achieve our business goals and objectives
3. Develop and implement aggressive sales strategies and executing plans across territories of interest
4. Develop long lasting strategic relationships with the target customers
5. Ensure that the customer experience is given top priority and develop proper feedback mechanisms
6. Achieve target penetration of selected customer bases across all counties / territories
7. Ensure that you and your team achieve the daily, weekly, monthly, quarterly and annual targets
8. Recruit field sales representatives for appointment by the company and train, develop and mold them to elevate their performance to optimal levels
9. Set, communicate and monitor achievement of sales targets
10. Map out regions and assign sales territories
11. Prepare budgets and put forward expenditures for approval
12. Fully participate in business development and sales for the company, achieving revenue targets
13. Continually assess the sales processes to identify improvements and efficiencies
14. Keeping an eye on competitors and improvising techniques to defeat the competition.
15. Utilizing sales data analytics to improve decision making and performance
16. Identify training and coaching needs of your team and organizing relevant training/coaching
17. Conduct staff performance appraisal as prescribed by HR
18. Develop and execute campaigns tied to Product and Sales Goals
19. Keep on top of new and innovative ways to present the Company's products, proposing and innovating ways to increase uptake in the market in line with changing trends and target audience preferences
20. Prepare sales and marketing plans and strategies in line with the company's business objectives
21. Generate new business for the company as well as maintain current business relationships with existing clients
22. Build inbound and outbound marketing plans
23. Lead growth marketing for the products in different regions/territories/countries in keeping with the company's expansion plans
24. Design and execute marketing campaigns that you plan across customer segments and territories based on performance goals of the Sales team
25. Write marketing campaign briefs that guide your team to flawless execution and achievement of the set goals
26. Assist in setting daily, monthly, weekly, quarterly, and annual targets and developing commission structures
27. Ensure thorough, unassailable product knowledge and sales skills of all team members
28. Ensure that all team members execute flawless sales pitches and consistently improve their selling skills and keep apprised of product developments and other changes
29. Set the

pace for both the Digital Sales Representatives and the Field Sales Representatives and constantly provide feedback to better their performance 30. Provide clear, timely and targeted coaching to your activation team to eliminate quality issues and improve performance to ensure sales targets are met and targeted MQLs and SQLs are generated 31.

Prepare and present standard and ad hoc reports on all sales and marketing activities and status of performance 32. Develop and cascade campaign briefs to guide your

Marketing Activation team to deliver the targeted MQLs and SQLs 33. Maintain the Company's brand's online presence and sales by working on various marketing campaigns and engaging prospects on various social media platforms 34. Measure ROI and KPIs of the business investments and the Sales and Marketing team members 35. Prepare and

manage the Field Sales marketing budget 36. Research and forecast future sales and performance trends 37. Lead, supervise and motivate members of the digital marketing

team 38. Research on competitors, opportunities and threats in the market and provide suggestions for improvement etc. 39. Handling customer issues and escalating them

accordingly 40. Optimizing the customer experience and engagement with the Company and its products 41. Keep abreast with industry and market trends and best practices 42.

Develop, participate, and deliver high-level impactful presentations and conclusions to senior management and key stakeholders 43. Any other duties as may be assigned from time to

time Skills and Qualifications for this position include:

- Relevant qualifications in Sales/Marketing
- Brought in revenues of over \$10 Million through Field Sales marketing
- Thorough understanding of the Motor Vehicle Sector is preferred
- Over 8 years of experience as in a similar position
- Experience in establishing business goals and strategies
- Excellent analytical skills to understand market dynamics, determine appropriate strategies, and identify opportunities for growth and improvement
- Excellent communication and leadership qualities
- Ability to work under pressure

Key Performance Indicators

- Achieve 100% revenue generation through meeting daily, weekly, monthly and yearly Sales targets
- Achieve 100% set target for number of qualified leads per day, week, month and year
- Achieve 100% client retention rate for each month
- Recruit, train, manage, deploy and retain the set optimal number of Field Sales Representatives
- Ensure Field Sales Representatives reporting to you achieve 100% of their daily, weekly, monthly, quarterly and yearly Sales targets
- Achieve set targets in the ecosystem and maintain optimal numbers

How to Apply Interested and qualified persons are invited to send their cover letter, CV and copies of certificates to hr@mcifix.com Please note that applications shall

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cover letter, CV and copies of certificates to hr@mcifix.com Please note that applications shall

be processed on a first-come-first served basis. While we appreciate all interest in working with us, due to the number of applications we receive, we regret that only shortlisted candidates shall be contacted. "We are an equal opportunity employer"

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