

Head of Sales at Amitruck

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Amitruck is the innovative solution for Logistics professionals enabling massive cost savings, improved efficiency and digitization to the last mile. Key organizations can enjoy great benefits adding value to the Supply Chain whilst improving customer experience, turnaround times and sales conversion.

We are seeking a highly motivated, experienced, and strategic sales leader to join our leadership team and help us continue our growth trajectory. The perfect candidate will have experience navigating from founder-led sales to building the first organised sales team.

Key Responsibilities:

Sales Strategy and Execution

Develop and implement a scalable sales strategy that aligns with our growth objectives and targets.

Continuously refine and iterate the sales process to optimize conversions, shorten sales cycles, and increase revenue.

Utilize data and analytics to make informed decisions and drive continuous improvement in sales performance.

Team Building and Management

Recruit, train, and lead a high-performing team of Sales Development Representatives (SDRs) and Account Executives (AEs).

Contribute to the development of a recruitment playbook on sourcing, screening and onboarding the sales team.

Establish a performance-driven culture through setting clear expectations, monitoring progress, and providing ongoing coaching and feedback.

Foster a collaborative and inclusive work environment that promotes knowledge sharing and skill development among team members.

Ideal Customer Profile Development

Collaborate with marketing, product, and customer success teams to define and refine the ideal customer profile (ICP).

Leverage insights from customer interactions, industry trends, and market research to identify opportunities for product-market fit and drive targeted sales efforts.

Continuously evaluate the ICP to ensure alignment with the company's strategic objectives and evolving market dynamics.

Revenue Growth and Forecasting

Develop and manage sales forecasts and sales pipelines to ensure accurate revenue projections and attainment of sales targets.

Collaborate with finance and operations teams to ensure sales resources are allocated efficiently to support growth objectives.

Monitor and report on key performance indicators (KPIs) to track progress and identify areas for improvement.

Thought Leadership and Industry Expertise

Stay current on industry trends, competitor activities, and emerging technologies through regular engagement with credible technology publications and blogs such as TechCrunch.

Represent the company at industry events, conferences, and networking opportunities to build brand awareness and cultivate relationships with key stakeholders.

Serve as a thought leader and subject matter expert within the organization, contributing valuable insights to inform product development, marketing initiatives, and customer

success strategies.

Key Performance Indicators (KPIs):

Sales revenue growth

Sales pipeline development and conversion rate

Customer acquisition cost (CAC) and lifetime value (LTV) optimization

Sales team performance metrics (e.g., quota attainment, ramp-up time, and retention)

Market share growth and competitive positioning

Qualifications:

10+ years of experience in sales, with a proven track record of success in the logistics or technology industry

5+ years of experience in sales leadership roles, including team building, strategy development, and execution

Strong communication, negotiation, and presentation skills

Ability to thrive in a fast-paced, dynamic startup environment

Willingness to travel as needed to support sales initiatives and spend time in Nairobi

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