

## Regional Sales Manager - Coast

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Company: SunCulture Kenya Limited

Location: Mombasa

Category: other-general

**Position** Regional Sales Manager

**Reporting to:** Deputy Head of Sales

**Location:** Coast Region

**Role type:** Full-Time

### About SunCulture

Founded in 2012, SunCulture's Vision is to build a world where people take control of their environment in rewarding and sustainable ways. SunCulture does this by developing and commercialising life changing technology that solves the biggest daily challenges for the world's 570 million smallholder farming households. We are the largest distributor of solar water pumps / solar irrigation for smallholder farmers in Africa and were selected by Fast Company as one of the World's Most Innovative Companies in 2021. Here is a good explainer video recently made by CNBC. Over the last 5 years the company has grown significantly and now employs 400+ people around the world.

### About Role

Reporting to the Deputy Head of Sales, the Regional Sales Manager has the primary responsibility for managing all sales activities within a defined geographical region. The role is field-based and requires proper planning within the assigned region and is suitable for an individual who is passionate about sales and people management. The successful

candidate should be keen on working in a thriving tech-driven and innovative social impact business focused on small-scale farmers with an aim of transforming business.

## **Key Responsibilities**

Active participation in the setting of the sales targets and ensuring all Sales Team Leads get clear communication on the target.

Conducts daily, weekly, monthly and quarterly sales performance reviews to ensure team performance delivery while offering support in the field and remotely.

Own the regional sales targets and work on 100% achievement of the set targets through the team by ensuring the sales team leads are equipped with the necessary knowledge and skill to enable them to deliver result

Have a good understanding of the territory and ensure proper agent distribution in the region, while solving all issues faced by the sales agents and ensuring the STLs and Sales agents clearly understand their commission structures and retrain periodically.

Spearhead joint fieldwork with Sales Team Leads and Sale agents alongside weekly trainings to drive agent recruitment. Ensure the scheduled work plan from the Sales Team Leads are well executed through handling weekly work reviews and planning to review

Building the business in the region through networking with other businesses for partnership opportunities and building relationships.

Ensure their Sales Team Leads follow the set recruitment process and achieve target month on month with the key set competencies from SunCulture.

Analyzing competitor activities in the region and assessing opportunities for business development.

Managing the Sales Team Leads and ensuring they have the necessary tools and support to deliver on their roles

Ensuring sales KPIs are achieved through frequent check-ins with the Sales Team

Leads to ensure sales leads are converted to sales.

Attending relevant industry events and conferences to build the business and generate leads.

Ensuring team activities are in line with the sales strategy.

### **Does this sound like you?**

Experience working in the Coast region

A Bachelor Degree in Sales and Marketing or other related fields

At least 4 years experience in a leadership role and managing teams

Ability to speak the local language and willingness to visit farms and do door to door sales as the role requires close engagement with farmers.

Excellent communication, listening, and negotiation skills.

Work experience in direct sales target driven business and good with a group presentation and selling

Experience managing a team and passionate about mentoring and coaching.

Comfortable with ambiguity and experience working in a dynamic environment.

Detail-oriented, delivery-focused, and willing to learn.

Experience in solar/ off-grid pump systems would be an advantage.

Experience developing new territories from scratch is an added advantage.

### **Interested?**

Please apply online via this job portal. We respond to all candidates; however only shortlisted candidates will be interviewed.

### **Please Note:**

SunCulture is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, ancestry, color, family or medical care leave, gender identity or expression, genetic information, marital status, medical condition, national origin, physical or mental disability, political affiliation, protected veteran status, race, religion, sex (including pregnancy), sexual orientation, or any other characteristic protected by applicable laws, regulations, and ordinances.

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