

Sales Manager at Co-operative Bank of Kenya

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Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); The Co-operative Bank of Kenya Limited is incorporated in Kenya under the Company Act and is also licensed to do the business of banking under the Banking Act. The Bank was initially registered under the Co-operative Societies Act at the point of founding in . This status was retained up to and until June 27th when the Bank's Special General Meeting resolved to incorporate under the Companies Act with a view to complying with the requirements for listing on the Nairobi Stock Exchange (NSE)

SALES MANAGER (REF: SM/06/23)

DUTIES

Develop and execute marketing campaigns to promote the company's products and increase brand awareness.

Conduct market research to develop new business connections.

Achieve sales targets: Meet or exceed monthly, quarterly, and annual sales targets, and report on sales performance within the schedule timelines.

Analyze territory, market potential, track sales and prepare status reports.

Developing and maintaining relationships with customers to ensure repeat business and customer satisfaction.

Perform payments reconciliation with the customers in collaboration with the Accounts

department.

Provide feedback to management on customer needs, market trends and competitor activity.

Perform any other duty that may be assigned.

REQUIREMENTS

Diploma/Degree in Sales & Marketing, Business Management or related field.

Strong and proven record of accomplishment in sales and marketing.

Extensive experience in the FMCG industry.

Hands on experience in merchandising and promotional activities.

Be proficient in MS office application packages.

Minimum experience of 3 years in marketing, sales and distribution.

MUST be an experienced driver with a valid driving license.

Experience in the dairy industry is highly preferred.

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