

Senior Sales Executive at Starke Ayres

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Starke Ayres's is a specialist in the vegetable, flower and lawn seeds industry, with over years of experience. Headquartered in Johannesburg, South Africa, it is the leading supplier in Africa and an international supplier of premium varieties of vegetable, lawn and flower seed varieties to the professional grower. It focuses strongly on after-sales service, assisting farmers to successfully grow products that can be taken to market. The company uses a network of in-house sales representatives and external agents all over the world. This distribution network is a key to its international success. Starke Ayres ensures that the product reaches the grower in the best possible condition for crop success. Its secondary business is retail, supplying subsistence farmers and home gardeners with seeds, chemical products and soluble fertilisers. Starke Ayres has its own vegetable seed breeding programmes, supported by ongoing research and development. High quality control is its key differentiator. Its rigorous quality assurance programme ensures that the vegetable seed varieties it breeds, produces and processes are of the highest purity and germination capability. The company has high-end research facilities, with best-practice biotechnology and pathology services and infrastructure. It specialises in breeding its own varieties and sources the best available stock from its suppliers internationally. The company focuses on broadening its genetic base and product range to provide the new genetics that the market requires. It also operates in a number of locations around the world, selecting the best possible locations (in terms of climate and growing conditions) to ensure the highest levels of quality

and seed production.

About Job

Mascor is a Company consisting of franchised Automotive, agricultural mechanisation and fuel. With more than 50 years in the industry, we offer prestige brands such as John Deere, Toyota and Warath while our highly skilled staff provides professional and high-quality service and standards of workmanship.

Mascor is currently looking for a Senior Sales Executive responsible for assisting the business by identifying new business prospects and selling construction and forestry products to all market segments and agricultural equipment into the corporate and government market segments

RESPONSIBILITIES:

SALES

Drive sales through the growth of existing clients.

Generate new business opportunities.

Master how to get leads and implement a lead generation strategy.

Complete all documents on time.

Achieve/exceed targeted new commercial calls per month within a specified territory.

Generate new sales opportunities by cold calling, networking and client/associate referrals.

Maintain acceptable profit margins.

Maintain sales quota for each quarter and year as provided.

Execute the marketing plan as required.

Meet budgeted unit and sales targets.

Adhere to processes and timelines criteria.

Maintain up-to-date knowledge of new products.

Maintain customer coverage in excess of 80%.

CUSTOMER SATISFACTION

Develop new relationships within the commercial community.

Ability to perform all aspects of selling/closing a deal.

Overall CSI to be more than 85%

After sales contact to be at %

REQUIREMENTS:

Qualifications:

Min :

3-5 years experience in similar role.

Ideal:

Bachelor's in Sales and Marketing

Experience:

3-5 years' experience in agriculture, forestry, and construction Sales

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