

Solar Inverter Business Manager (Pay-Go)

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Company: Sun King

Location: Kenya

Category: other-general

Location: Nairobi, Kenya

The team you would join:

The EasyBuy Direct Sales team is the market-facing arm of Sun King's pay-as-you-go (PAYG) direct-to-consumer sales business. The Easy Buy Direct Sales team is in charge of recruiting, managing, and overseeing the company's network of thousands of commission sales agents, called "Energy Officers" that promote and sell Sun King's PAYG solar solutions and provide customer ongoing service in their local territories.

Through the EasyBuy PAYG solar business model, customers can purchase a Sun King solar home solution by making a small down payment upfront and paying the remaining balance through a series of instalments over a period.

About the role:

The Solar Inverter Business Manager (Pay-Go) is a senior seasoned sales professional for the EasyBuy channel. They will be focused on leading sales and distribution of our solar inverter series operations and ready to expand Sun King's massive sales network across Kenya through a focus on bulk B2B, B2C sales of the inverter series on the Pay-Go model.

This role, in collaboration with Marketing, is also responsible for driving the e-commerce

uptake of the solar inverter series. This is a leadership position that takes full strategic and tactical responsibility for all functions of the direct sales business for our solar inverter series. Department EasyBuy Direct Sales Employment Type Permanent - Full Time Location Kenya Workplace type Hybrid Reporting To VP, Pay Go (East and Southern Africa)

What you would be expected to do:

1. Planning and Resourcing

Achieve Easy Buy Direct & Retail Sales revenue targets.

Be accountable to achieve the quarterly and yearly Operating Plan for Inverter Sales in Kenya.

Be accountable for timely and accurate forecasting of pipeline for Inverter sales per normal reporting cycles within the region.

Provide input to and contribute to the formulation of the yearly business planning cycles.

Execute Go-to-market strategy in conjunction with the relevant EBD stakeholders in order to cover the prioritized potential and business opportunities.

Will be in-charge of aligning territories to market potential and priorities and assign optimal account management and modality specialist sales resources in conjunction with the modality teams.

Ensure that all direct report to come, have clear opportunity management activity and relationship building plans to ensure efficient coverage of territories in partnership with existing EBD channels.

Drives performance management within the team, providing a regular operating mechanism of feedback, coaching, and managing the annual appraisal system.

Maintain up to date market knowledge related to the full Sun King Inverter range, communicate intelligence, and propose strategies.

2. Direct Channel Management

Recruitment and Retention of sales teams through proper training, management, and performance review.

Recruitment, Training and Onboarding of direct reports to respective locations.

Communicate Sales Targets to the Inverter team and develop Daily, Weekly and Monthly rigor to ensure achievement.

Develop RTM for the department to develop prospects by conducting homes visits, key establishments including schools, churches, supermarkets, malls, restaurants, hospitals etc.

Consolidate prospects from direct sales team including Agents, ABMs with the view of ensuring timely processing.

3. Corporate Sales Management

Organized Institutional sales including HORECAs, MFIs and SMEs.

Work with business development teams to develop partnerships with Key Retail Chains for shop-in-shop displays - gas stations, supermarkets, etc.

Brand presence in Trade fairs and corporate events.

4. Marketing Campaigns

Management, Development and Supervision of Direct Reports and resources assigned to self.

Digital Media Campaigns – alongside with the marketing team, develop social media campaigns and promotions to drive traffic and sales.

Develop targeted marketing activation campaigns in high traffic locations including malls, gated communities etc.

5. Customer Service

Develop a client feedback and resolution dashboard to track customer issues and improve satisfactions.

Work with the After Sales Team on warranty complains and After sales service.

You might be a strong candidate if you:

Minimum of 4 years in technical sales with practical field sales experience managing teams in vast geographies.

Graduate from a recognized university with a minimum Degree qualification or its equivalent.

A license as a solar PV Technician is an added advantage.

Business Management skills with the ability to organize, schedule, prioritize, and multi-task in a dynamic environment.

Excellent Communication skills.

Have excellent Computer knowledge with comprehensive knowledge of Excel and PowerPoint.

Can motivate a high-performing sales team and ensure performance.

Have highly innovative skills, thinking out of the box, cost-conscious.

Are excellently skilled in Planning, Organizing, Prioritizing, maximizing value, and see the big picture.

What we offer (in addition to compensation and statutory benefits):

A platform for professional growth in a rapidly expanding, high-impact sector.

Immerse in a collaborative culture, energized by Sun King's employees who are collectively motivated by fostering a transformative, sustainable venture.

A genuinely global environment: Engage and learn alongside a diverse group from varied geographies and backgrounds.

Tailored learning pathways through the Sun King Academy to elevate your leadership and managerial capabilities.

About Sun King

Sun King is the world's largest off-grid solar energy company with cutting-edge product design, pioneering fintech and a grassroots installation model that provides energy to the 1.8 billion consumers across Africa and Asia who lack access to reliable electricity. Founded in 2007, Sun King sets the gold standard for off-grid solar performance and design as part of its mission: powering access to brighter lives. Sun King's 2,500+ staff and 23,000 field agents serve 100 million product users based in 65 countries around the world. With direct-to-consumer sales active in 11 countries, Sun King is growing rapidly. Every month, we equip 330,000 homes and businesses with power and light. The needs of energy consumers in

Africa and Asia are diverse. From cost-effective and durable lamps to powerful home and business energy systems as well as modern entertainment and energy storage systems, Sun King's broad array of products unlock a higher quality of life. Whether devising safe and environmentally friendly electric-powered cookers or exploring the future of pay-as-you-go mobility and vehicles in Africa to concocting ever-more-powerful solar energy solutions, Sun King's technology team nurtures and devises scalable, inventive solutions to pressing global challenges. Sun King's innovative pay-as-you-go financing model dismantles the upfront cost burden that blocks low-income households from transitioning from polluting and harmful kerosene fuels and gas generators to clean, affordable and green solar energy. Sun King customers can purchase products using the company's technology-enabled, pay-as-you-go "Easy Buy" financing service, which breaks payments down into regular, affordable instalments. These payments can be made via mobile money for as little as \$0.15 a day. After one to two years of payments, customers own their solar equipment outright. Though united by a commitment to serving underserved off-grid families, Sun King comprises a broad, inclusive group of individuals working across 11 countries. Sun King's world-class roster of product designers, data scientists, logistics experts, customer service professionals, operations gurus and marketing and communications strategists work together to devise solutions to the complicated and multidimensional challenges of energy access, climate action and social inclusion. Across the diverse countries where we operate and work, we build awareness of diversity and promote equity. Sun King is committed to gender equality in the workplace. Women represent 47% of Sun King's workforce.

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