



**JOB DESCRIPTION**

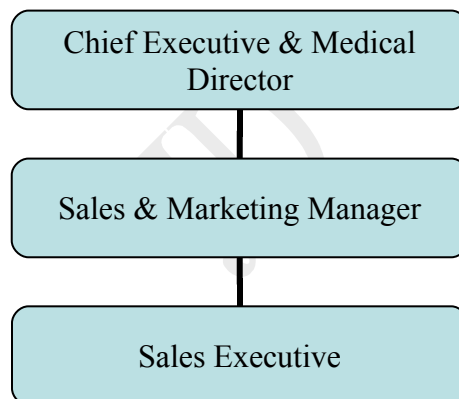
**1. IDENTIFICATION**

<b>1.1</b>	<b>Job title</b>	Sales Executive
	<b>Reporting to</b>	Sales & Marketing Manager
<b>1.2</b>	<b>Function</b>	Sales & Marketing
<b>1.3</b>	<b>Physical Location</b>	Wilson Airport, Nairobi

**2. MAIN PURPOSE OF JOB**

- To sell AMREF Flying Doctors products by developing and managing customer relationships

**3. REPORTING RELATIONSHIPS**



**4. SCOPE OF JOB**

**4.1. PERSONNEL**

PERSONNEL REPORTING TO THE JOB HOLDER	REPORTING DIRECTLY OR THROUGH
N/A	N/A

**4.2. OTHER RESOURCES (in your custody)**

- Responsibility over assets:** The office and all assets i.e. computers, printer, office equipment, office furniture etc
- Responsibility over data or information:** Has access to important data and information.

**5. PRINCIPAL RESPONSIBILITIES**

Key area	Activities	Extent of direction
<b>Sales</b>	<ul style="list-style-type: none"> <li>Proactively identify and generate new business opportunities</li> <li>Follow up sales leads</li> <li>Successfully close sales opportunities</li> <li>Take responsibility for achieving revenue targets</li> </ul>	
<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>Build relationships with customers</li> <li>Provide excellent account management service to key accounts</li> <li>Demonstrate an understanding of the client's business needs in order to convert those needs into revenue opportunities for AFD</li> <li>Help clients to understand features and benefits of AFD products</li> <li>Continuously and proactively monitor and manage revenue growth on client accounts</li> <li>Assess customer's experience after service delivery and provide feedback to AFD.</li> </ul>	
<b>Customer Service</b>	<ul style="list-style-type: none"> <li>Develop key internal departmental relationships to ensure commitments to clients are delivered to the highest possible standards</li> </ul>	
<b>Business Planning</b>	<ul style="list-style-type: none"> <li>In conjunction with supervisor, participate in planning customer acquisition activity</li> <li>Keep accurate records of all sales activity and outcomes</li> <li>Provide accurate forecasts of sales revenue</li> <li>Provide management with feedback on emerging market trends and activities in order to support innovation</li> </ul>	
<b>Communication</b>	<ul style="list-style-type: none"> <li>Prepare proposals and make presentations to clients</li> <li>Present confidently to senior business leaders</li> </ul>	
<b>Marketing and Public Relations</b>	<ul style="list-style-type: none"> <li>Support marketing communication and public relations activity as and when needed</li> </ul>	

**6. KNOWLEDGE REQUIRED - TRAINING, KNOWLEDGE AND EXPERIENCE TO PERFORM DUTIES**

**6.1. Professional qualification & experience**

- Bachelor degree in Commerce/Business Administration or Sales and Marketing
- Professional training in sales & marketing
- 5 years and above consecutive working experience in sales, particularly selling to businesses. Selling insurance would be an added advantage.

**6.2. Skills and Abilities**

- Confidence and tenacity in cold-calling and opening conversations
- Excellent written and oral communication and negotiation skills
- Discipline, resilience (bounce back), attention to detail and a positive outlook whilst proactively pursuing business opportunities
- An ability to convey excitement around how AFD solutions bring value into a client's business context
- Computer literate

**6.3. Persons specifications**

- Ability to influence, work with, and present to business decision makers with confidence while demonstrating a high level of business acumen
- Strong interpersonal skills with the ability to build relationships with internal and external clients
- Goal oriented individual with strong reserves of energy, enthusiasm and 'bounce back'
- Professional attitude and appearance.

**6.4 Company, policies, Systems, procedures and methods**

- Knowledge of AMREF Flying Doctors' policies in relations to the function of Sales and Marketing and its administration as they impact on operations

**7. ENVIRONMENTAL CONDITIONS**

**7.1 WORK ENVIRONMENT**

- The job is conducted in an office environment with visits to clients

**7.2 HOURS**

- Normal working hours. The job holder may be required to work outside normal working hours due to the nature of the work in general

**8. ACKNOWLEDGMENT AND SIGN OFF**

<b>ACKNOWLEDGEMENT AND SIGN OFF</b>		
We have carefully reviewed this Job Description and we are both satisfied that it fully and accurately describes the requirements of the position.		
<b>Manager's name</b>	<b>Job Holder's name</b>	<b>HR Manager's name</b>
<b>Manager's signature</b>	<b>Job Holder's signature</b>	<b>HR Manager's signature</b>