



Job Description

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Job Title Sales Executive	Job Location Dar es Salaam	Category Sales
Job Type Full Time	Job level Intermediate	Industry Automotive
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Automotive: 3 Years
Secondary Industry -	Primary Category Sales: 3 Years	Secondary Category -
Certificate -	Qualification -	

Summary

The Sales Executive will lead and manage the sales team to achieve targeted revenue, build customer loyalty, increase customer satisfaction through sincerity and professionalism and contribute to the overall growth of the organisation.

Responsibilities

Meet monthly Wholesale and Retail sales targets

- Achieve monthly, quarterly and yearly motorcycle sales objectives
- Analyse current performance by reviewing past sales data

Prepare sales and prospects reports

- Gather data on sales performance, including total sales by product, region, and salesperson.
- Ensure all data is accurately entered in Niguri.
- Compare and analyse current performance against previous periods and targets (PDCA).

Participate in the sales meetings and share sales progress

- Provide the necessary documents, reports or presentations that support contributions.
- Prepare detailed information on key prospects, including their status in the sales funnel and any recent interactions.
- Know the main goals of the meeting (e.g., addressing challenges)

Sales planning and strategy

- Consider seasonal variations in sales.
- Allocate a budget for sales activities, including marketing, promotions, and sales team expenses.
- Implement sales analytic tools to track and analyse sales performance.

Team management

- Hold regular team meetings to discuss progress, challenges and strategies.
- Develop a structured training schedule to ensure new hires are equipped with the knowledge and skills needed to perform effectively.
- Set specific, measurable, achievable and relevant goals for the team and individual members.

Sales Network Expansion

- Identify new market for sales expansion
- Define criteria for onboarding new trader/dealer.

Customer relationship management

- Develop and execute dealer/Trader retention initiatives
- Customer interaction: record all interactions with customers, including emails, phone calls, and meetings.
- Capture leads from various sources such as web forms, social media and marketing campaigns.

Stock Management

- Ensure adequate stock available for sale.
- Perform regular cycle counts to verify inventory levels without disrupting operations.
- Conduct a full physical inventory count once a year (Dealers/Traders & WH).

Education & Qualifications

- Bachelor's Degree of Business Administration in Sales & Marketing or Related Field

Requirements

- 3 years' work experience

Characteristics

- Customer relationship management
- Negotiation
- Strategies Planning
- Sales Operations
- Business & Communication
- Computer skills: Microsoft office (Excel, word, power point)

Reporting To

- Country Branch Manager

Driving Licence

Not Required

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