Job Description

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Job Title
Sales Manager

Job Location
Dar es Salaam

Category
-

Job Type
Full Time

Job level
Manager

Industry
Fintech

Open to Expatriates
Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget
-

Max Budget
-

Primary Industry
Fintech: 5 Years

Secondary Industry
-

Primary Category
-

Secondary Category
-

Certificate
-

Qualification
-

Summary

The Sales Manager is responsible for driving business growth across designated regions by leading a high-performing sales team. This role bridges the gap between strategic planning and field execution, ensuring that company remains the preferred financial partner for the boda-boda community through robust relationship management, market intelligence, and disciplined KPI tracking.

Responsibilities

Strategic Leadership & Team Management

- Management: Managing the entire sales function in the company to deliver planned sales goals and targets.
- Supervision: Lead and supervise sales team: Sales Supervisors directly and provide indirect oversight for Sales Officers across the region.
- Performance Management: Conduct performance assessments and evaluations for Sales Officers, Senior Sales Officers, and field operations officers.
- Mentorship: Lead, coach, mentor, and develop the team by having monthly 1-1s, mid-year appraisals, and annual appraisals.
- Relationship Management: Build and maintain positive relationships with existing and potential stakeholders.
- Resource Allocation: Work with all Sales Officers to ensure that sales targets are met and that all KPIs are satisfied across all branches in the region.
- Training & Development: Coordinate with HR to prepare training material, train, capacity building and developing the sales team

Sales Development & Strategy

- Sales Strategy: Design and executive sales plans and strategies to deliver sales targets set across the country.
- Sales Tactics: Identify new markets, customers, and partners to achieve sales and revenue targets.
- Sales & Marketing Intelligence: Conduct market research and implement strategies to boost business growth.
- Stakeholder Relations: Cultivating excellent relationships with Bodaboda Suppliers, Boda-boda leadership, and all regional dealers.
- External Partnerships: Partner with external partners to ensure the sales growth in the country across all branches and sales points.

Sales, Marketing & Brand Integration

- Cross-Functional Collaboration: Collaborate with Retail, Marketing, Brand, and Comms to deliver sales results.
- Campaign Execution: Plan, execute, and evaluate campaigns, promotions, and events while ensuring policy compliance.
- Field Engagement: Prepare and host boda-boda/chairmen meetings in the designated regions and participate in roadshows organized by Watu and its partners.

Client Relations & Operations

- Product Education: Educate clients on Watu product and operations to simplify awareness of critical organizational products, processes and policies.
- Feedback Loop: Direct supervision of feedback collection, escalation, and response.
- Resolution Management: Manage and respond to the feedback and escalation of issues raised and monitor feedback received from the complaints department as per the required timeline.

Reporting & Administration

- Departmental Reports: Make regional departmental reports and present them to management.
- General Tasks: Carry out any other responsibilities assigned by management.

Education & Qualifications

- Bachelor's degree in business administration, management, or related field
- At least 5 years of experience in sales preferably in the financial sector, FMCG and Telecommunications.

Characteristics

Technical Skills:

- Hands-on experience localising product experiences across markets
- Proficient in Google Workspace applications and other relevant software tools.
- Proven track record of leading and managing a big team
- Excellent knowledge of retail, sales, marketing, customer service, quality assurance, logistics and supply.
- Willingness to travel and work in different locations

Behavioural skills:

- Excellent leadership and management skills, excellent communication abilities, and technical proficiency in the security field.
- High analytical mind for evaluating complex situations, identifying potential threats, and a commitment to ethical judgment and conflict resolution.
- Strong interpersonal skills and the ability to work harmoniously in an organisation with diverse business operations.
- Ability to work under pressure, handle multiple tasks and deadlines, adapt to changing situations, and manage conflicts effectively.
- May require working in various conditions, including outdoor areas and on ground.
- Must be prepared to handle physically demanding tasks and emergencies.
- Comprehension of the business and market dynamics

People & Leadership Skills

- Must adhere to the company code of conduct
- Embraces, leads, and embeds change
- Must actively demonstrate the values of Watu
- Must lead, attend, and participate in team meetings
- Motivates, coaches, and develops others
- Clear Communication, problem solving and active listening skills
- Strong Ethics and Standards

Key Performance Indicators

Key Result Area & Performance Target

Boda-Boda Outreach - Organize at least 4 boda-boda/chairmen meetings in a month.

Team Productivity - Ensure 100% staff productivity in the region covered.

Sales Conversion - Monitor the delivery of a minimum of 50% sales conversion rate of the entire team monthly

Team Development - Lead, coach, mentor, and develop the team by conducting monthly 1-1s, mid-year appraisals, and annual appraisals; consistently giving and receiving feedback.

Stakeholder Management - Ensure that a leadership relationship between Watu branches and the stage chairman is well maintained.

Feedback Handling - Manage and respond to feedback and escalation of issues within the designated timeline.

Business Growth - Identify new markets, customers, and partners to achieve sales and revenue targets.

Reporting To

Deputy Country Manager - Commercial

Driving Licence

Not Required

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