



VACANCY

POSITION – SALES MANAGER - VEG

LOCATION –HEAD OFFICE

REPORTING TO	Supply Chain Manager - Veg

Company Profile

AAA-Growers Limited is among the leading Kenyan exporters of different types of Vegetables, Flowers, and Avocados. We are looking for a Sales Manager - Veg - to be based at our Head Office at Mzima House, Mzima springs Lane.

Job objective

As the Sales Manager - Veg, you will oversee day-to-day / Weekly operations of the Local sales team to ensure that operations are well run & that we have a dynamic Veg Local Sales Business. Improve standards and process management for sales and customer support activities to optimize sales reporting and quote to order practices. Develop operational standards and metrics to establish best in class customer support operations and ensure effectiveness of the customer management process. Drive Expo planning and brand image of the product with the clients.

Your tasks and responsibilities

- Ensure that Clients are well managed, and action points are raised and implemented within the timeframe to ensure Client satisfaction.
- Ensure that the local sales team prepares planning for Orders to Packhouse, Delivery & Service level management.
- Visit the clients and ensure Planograms for product placement are in place to maximize sales.
- Assist with Client pricing formulations, communication, and changes.
- Ensure that each local sales team officer has a Key agenda for the Top 10 Clients and that on a monthly or quarterly basis we are achieving the sales targets set out.
- Coordinate NPD for New Clients
- Assist with Promotion planning and execution at client/ store levels.
- Assist with Planning for promotional materials and new Product Updates.
- Assist in planning for big promotions and coordinate with the field teams numbers of what is needed well in advance so that we can deliver.
- Ensure for new clients that on boarding forms are filled in, that orders are electronically placed via the portal or able to be electronically uploaded to the Veg manager.
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- Conduct competitor reviews to analyze market trends and competition with a view to strategic positioning of prices and product placement.
- Expand upon existing developments from technical trials with a view to commercializing them into sales.

- Review trials being undertaken for developments, opportunities, and sales follow-up.
- Conduct follow-up and liaison for the company's products and initiatives.
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders.
- Develop new business with existing clients and/or identify areas of improvement to exceed sales quotas.
- Drive and train the Veg Local Sales team.
- Forecast and track key account metrics (e.g. Quarterly sales results and annual forecasts)
- Manage reporting for account status for weekly sales meeting.

Your profile

1. Degree/Diploma in marketing/sales/Administration
2. 5- 10 years' experience in a similar post and knowledge of fresh produce would be beneficial.
3. Experience in carrying out our market research and developing analysis, papers, surveys, and reports.
4. Strong people management skills, with proven ability to manage a team to achieve their highest potential.
5. Strong communication, presentation, and sales skills. Must be an excellent telephone and face-to-face communicator. Confident and enthusiastic communicator essential.
6. Able to demonstrate success and experience of managing accounts, achieving genuine sales development.
7. A natural forward planner who critically assesses own performance.
8. Mature, credible, and comfortable in dealing with company executives at all levels.
9. Keen for new experience, responsibility, and accountability.
10. Able to get on with others and be a team-player. Motivates self and others to achieve team objectives.
11. Must be skilled in using MS office, Outlook, Excel, Word, Internet, and email.
12. Due to the nature of the business, must be able to work to tight deadlines and in a fast-paced environment.

We offer.

AAA growers has great ambitions. Innovation, technology, and quality are high priorities. This results in a challenging working environment in which you can develop yourself. AAA growers offers plenty of room for personal growth and development. We have an informal and easily accessible working environment in which cooperation is very important.

The position comes with a competitive salary as well as other benefits.

Your application

Click here to apply: [job application \(aaagrowers.co.ke\)](http://www.aaagrowers.co.ke)

Deadline for Applications –15th December 2024