



1 in 4 people do not have access to electricity

*We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.*

## JOB DESCRIPTION: TRADE DEVELOPMENT MANAGER

- Job Location:** Western, Kenya
- Reporting to:** Regional Business Manager
- Job Tier Level:**
- Direct Reportees:** Trade Development Representatives

### Position Description

Are you **Young, Daring & Energetic**? Do you have a **Passion** for Sales? Are you **Results-driven**? Would you like to work for a **global pioneer** and **market leader** in affordable solar products in Kenya? d.light is looking for you!

The job holder will be responsible for managing all d.light sales activities within a defined geographical territory to achieve revenue targets for portables.

**Scope:** Managing TDRs, PPLs and Distribution in the territory

### R & R

- Grow portables revenue in the assigned territory
- Ensure proper visibility and availability of d.light products in the assigned territory
- Revenue primary purchase by the distributor
- Manage outlet distributor
- Recruit and manage PPLs in the territory
- Distribute and Manage PPLs under the territory by visiting as per route plan
- Grow strategic SKU revenue in the assigned territory
- Grow and distribute portables in the assigned territory
- Grow distribution width in the designated sales area
- Grow distribution depth within their allocated territory
- Manage secondary sales revenue into PPLs and outlets
- PPL stock management
- Create awareness in their designated geographies and do direct selling for the PPLs
- Find new PPLs and constantly grow the business
- Manage the PPLs and ensure sales targets are achieved through pushing stock outs to PPLs



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- Monitor sales data and keep up to date with current market trends and customer needs which includes customer queries and complaints
- Ensure availability of stocks in all PPLs in their territories
- Focus on activating new channels – market, group, schools, MFIs, NGOs and SACCOs
- Ensure that PPLs and distributor sales agents(DSAs) and retail outlets focus on d.light products
- Relations building between d.light and clients and PPLs
- Be aware of all competitive activities within the territory
- Delivery of stocks, merchandise and reconciliation of the same
- Supporting PPLs to achieve sales through in market sales and promotion programs
- Tracking of sales and availability strategic SKUs
- Training of PPLs on know your customer and dlight products
- Ensuring branding and compliance standards are maintained across the channel
- Ensuring all BTL materials are deployed to all outlets
- Reporting on trade performance, training coverage, market activities and market intelligence reports
- Analyze competitor activities in the region and assess opportunities for business development,

#### KPIs

- Meet sales Quotas
- Meet monthly PPL recruitment targets
- Resolve client queries and issues
- Resolve PPL queries
- Manage stock between EC and PPLs

#### Desired Skills and Experience

- A diploma in business related field
- Previous Sales experience with demonstrable and success successful sales track record
- Relevant industry background will be an added advantage
- Previous working experience in a rapid sales growth environment
- Excellent people skills
- An ability to build relationships with people at all levels
- A valid Kenyan driving license
- Demonstrate problem solving capability – ability to create win – win situation while deriving desired numbers and outcome
- Willing to spend average six (6) days a week in the field
- Strong mind set for continuous improvement and meeting or exceeding expectations and able to demonstrate complete discretion and confidentiality
- Passion for social enterprise, development of people and environment benefits

#### What we will offer you



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• A

- chance to transform lives of Kenyans through our sustainable solar products
- A good remuneration package with medical cover for you and your dependants
- Performance based commissions

## How to apply

Candidates who meet the requirements should submit their CV and cover letter to: [recruitment.kenya@dlight.com](mailto:recruitment.kenya@dlight.com) before 31<sup>st</sup> March 2021.

For details more details about the opportunities, visit our careers page on our website [www.dlight.com](http://www.dlight.com)

## About us

Founded in 2007 as a for-profit social enterprise, d.light manufactures and distributes award-winning solar products designed to serve the more than 2 billion people globally without access to reliable electricity. With operations across Africa, Asia and the Americas, d.light has impacted close to 100 million lives with its products and solar solutions. For more information, visit [www.dlight.com](http://www.dlight.com)

