



SEKAJJA AGRO FARMS LTD

JOB DESCRIPTION

Job Title:	Key Accounts Officer - HORECAs	
Reports To:	Commercial Manager	
Supervises:	Direct:	Indirect:
	None	None
Interacts/Interfaces with:	Internal:	External:
	SAF employees	Clients
Job Summary	The role is responsible for selling, developing long-term relationships with customers and overseeing sales of SAF FMCG products throughout the country. The position holder is expected to achieve the sales targets, follow the set rules, regulations and guidelines of SAF while ensuring the accomplishment of goals and targets given by Management.	
Key Position Responsibilities	<ul style="list-style-type: none"> Promote SAF FMCG products from the Abattoir through regular interaction with customers in the area of operation as well as participating in any promotional events that may be organised by the Company. To consistently visit customers on a daily basis, take sales orders and communicate the same to sales and Abattoir team using relevant platforms of mails and WhatsApp Consistently follow up credit customers to ensure up to date payments by all customers as per sales orders delivered Monitor and ensure all customers return empty crates back to the Abattoir as used for delivering FMCG products in trade Coordinate quarterly price research or as needed and report relevant findings to the commercial manager for decision making purposes. To work hand in hand with commercial manager and ensure Dressed Chicken Customers are regularly & timely stocked, timely banking is done, sales reports are submitted on a weekly basis. Continuously visit customers to maximize sales volume in assigned areas, recruiting and servicing existing customers by route and ensuring maximum product/ brand visibility/ trade marketing Vs competition is done. Acquire and recruit new customers/markets as well as servicing existing ones for FMCG Products in the area of operation and expand SAF customer base so that the Company maximises its sales potential. 	

	<ul style="list-style-type: none"> Managing all promotions for FMCG product range to ensure maximum customer satisfaction and monitor competitor activities within the assigned area. Be well informed of customer's objectives, buying patterns, FMCG ordering trends, standard of management, potential for growth in order to leverage revenue from the relationship and promote the company as a quality supplier with the aim of achieving "preferred" supplier status. Feed- back information to management about the Dressed Chicken/FMCG market in area of operation – market trends, competitor activity & pricing, performance of our own products, sales opportunities for other poultry related products or other livestock related products and putting all information in report format for management decisions Collaborate and consistently communicate with the team and customers to achieve company objectives.
Success Measures	<ul style="list-style-type: none"> Percentage of successful market activations. Daily orders placed No empty crates lost in trade No customers have defaulted SAF Achieved sales targets as per dressed chicken monthly / quarterly and Annual targets Percentage at which periodic targets are met. Level and quality of customer care and service. Successful development and maintenance of key business relationship. Percentage of repeat business. Timely submission of /weekly/monthly reports and price research reports Number of new sales opportunities identified. Develop database of new potential customers and maintenance of existing ones.
Financial Responsibility	Check financial status of the account of the client
Person Specification	
Education & Training	<ul style="list-style-type: none"> Minimum of Degree in Business Administration, Marketing or any related course A prior training in Professional Selling Skills and in Customer Care is an added advantage.
Skills & Experience	<ul style="list-style-type: none"> 2-3 years working experience in a similar role in a busy, commercial environment. Experience in extension work is an added advantage Hard working and persuasive. Quick decision making and highly intelligent. Good interpersonal skills. Flair for sales with high affinity to deliver numbers



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	<ul style="list-style-type: none">• Excellent communication skills.• Enjoy travelling and outdoor work.• Willing to be based anywhere in the country• Willing to be relocated at anytime
Attitude/Motivation	<ul style="list-style-type: none">• Value adding• Enthusiasm, passion and encouragement to all.• Strong commitment to the mission and values of SAF.• Result driven.

Employee Name: _____

Signature: _____

Date: _____