



Job Title: Sales Executive

Reports to: BDM

Department: Sales & Business Development

Location: TMT Building , 2nd floor Ntinda Bukoto rd

Employment Type: Full-Time

1. Job Purpose

The Sales Executive is responsible for generating new business, managing client relationships, and achieving set sales targets. This role involves identifying market opportunities, presenting tailored product solutions, and ensuring high customer satisfaction while maintaining the company's brand image.

2. Key Responsibilities

A. Sales & Revenue Generation

- Identify, qualify, and secure new business opportunities through cold calling, networking, referrals, and field visits.
- Present and demonstrate company products and services to potential clients in a compelling and persuasive manner.
- Negotiate terms of sales agreements, ensuring profitability and adherence to company policies.
- Consistently achieve or exceed monthly, quarterly, and annual sales targets.

B. Client Relationship Management

- Build and maintain strong, long-term relationships with clients to encourage repeat business and referrals.
- Act as the primary point of contact for assigned clients, providing timely support and addressing inquiries.
- Conduct regular follow-ups to ensure client satisfaction and identify opportunities for upselling or cross-selling.

C. Market Research & Prospecting

- Research and analyze market trends, competitor offerings, and industry developments to identify growth opportunities.
- Maintain an updated sales pipeline, with accurate records of leads, opportunities, and conversions.

D. Reporting & Documentation

- Prepare and submit accurate sales reports, forecasts, and market feedback to management on a weekly/monthly basis.
- Maintain detailed records of customer interactions, agreements, and sales activities in the company's CRM system.

E. Collaboration & Teamwork

- Work closely with marketing, product, and operations teams to ensure alignment on sales campaigns and customer onboarding.
- Provide feedback to internal teams on client needs, product enhancements, and service improvements.



3. Key Performance Indicators (KPIs)

- Monthly and quarterly sales target achievement.
- Number of new clients acquired.
- Client retention and satisfaction rates.
- Accuracy and timeliness of sales reporting.
- Pipeline conversion rate.

4. Skills & Competencies

Technical Skills

- Proven experience in sales, preferably in [industry—e.g., fintech, FMCG, telecommunications].
- Strong negotiation, presentation, and closing skills.
- Proficiency in CRM tools and Microsoft Office Suite.

Soft Skills

- Excellent communication and interpersonal skills.
- Self-motivated, goal-oriented, and resilient under pressure.
- Strong organizational and time-management abilities.
- Ability to work independently and collaboratively in a team.

5. Qualifications & Experience

- Bachelor's degree in Business Administration, Marketing, or a related field (preferred).
- Minimum of 2–3 years of sales experience.
- Proven track record of meeting or exceeding sales targets.
- Familiarity with the local market and customer behavior.

6. Working Conditions

- Field visits and client meetings may require travel.
- Flexible working hours may be required to meet client schedules and targets.

7. Remuneration & Benefits

- Competitive basic salary plus commission-based incentives.
- Health insurance and other company benefits as applicable.
- Opportunities for training, professional development, and career growth.