



# RAA LIMITED

Warehouse 1A, Ideal Ceramics Compound ICD Road, Nairobi Kenya.

## JUNIOR SALES REPRESENTATIVE

**Job Title:** Junior Sales Representative

**Regions:** Mount Kenya / Western / Nairobi

**Mombasa**

**Company:** RAA LIMITED

**Location:** MSA RD, Nairobi

**Job Type:** Full-time

### About Us:

RAA LTD is one of the country's leading distributors, built on a strong foundation with talented people ready to serve you from FMCG to Pharmaceuticals. We are the first to set a footprint throughout the country covering all major towns. Our passion drives us, and our values empower us. We are seeking for a dedicated and experienced Sales Representative who will drive our sales efforts and expand our market presence in Western region.

### Job Summary:

As a Sales Representative at RAA LTD, you will play a pivotal role in driving our sales efforts and expanding our market presence. The Junior Sales Representative will support the sales efforts, assist in account management, and contribute to achieving sales targets. The ideal candidate should have strong communication skills, a passion for sales, and a desire to learn and grow in a sales role.

### Key Responsibilities:

1. Assist in developing and executing sales strategies to meet sales goals in the Western region.
2. Conduct market research to identify potential customers and business opportunities
3. Support senior sales representatives in prospecting and acquiring new customers.
4. Build and maintain relationships with existing customers, providing support and addressing their needs.
5. Assist in delivering product presentations, demonstrations, and sales pitches.
6. Prepare sales proposals and quotes for customers.
7. Collaborate with internal teams to ensure smooth sales processes and customer satisfaction.
8. Maintain accurate and updated sales records and customer information.
9. Stay updated on product knowledge, industry trends, and sales techniques.



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## 10. Reporting:

- Prepare and submit regular sales reports, forecasts, and other relevant data
- Provide feedback to management on market conditions and sales performance.
- Contribute to team meetings, sales reports, and analysis.

## 11. Promotions and Marketing:

- Execute promotional activities and marketing initiatives in collaboration with the marketing team.
- Identify opportunities for cross-promotions and upselling.

## 12. Customer Support:

- Address customer inquiries, concerns, and complaints promptly and professionally
- Ensure excellent after-sales service to build customer loyalty.

## 13. Technically sound:

- Should be able to adapt quickly to new technology and be able to learn mobile apps for reporting to the supervisors.

## Qualifications:

- Degree/diploma in sales and marketing or a related field
- 2 to 3 years proven experience in sales, preferably in the FMCG industry.
- Strong negotiation and communication skills.
- Excellent interpersonal and relationship-building abilities.
- Results-driven with a track record of meeting or exceeding sales targets.
- Knowledge of relevant sales software and tools.
- Willingness to travel within the assigned territory.
- Valid driver's license (if applicable).

## Skills:

- Product knowledge
- Customer service skills
- Excellent communication skills
- Target oriented
- Ability to learn quickly
- Disciplined and persistent

**RAA LIMITED is an equal opportunity employer and is committed to creating an inclusive workplace that values diversity. We encourage applications from candidates of all backgrounds and experiences.**

***If this sounds like you please share your CV indicating the region as part of the subject to [humanresource@raalimited.com](mailto:humanresource@raalimited.com) on or before 15<sup>th</sup> January 2025***