



Job Specification: Field Sales Executive

Department: Business Development

Position: Field Sales Executive

Location: Kenya

Reports To: Sales Manager

Travel: As Required

1. Job Purpose

The Field Sales Executive is responsible for driving revenue growth by identifying, engaging, and converting customers for Builders Duka Ltd.

2. Key Responsibilities

A. Primary Responsibilities

1. Revenue Growth & Pipeline Management

- Identify and engage high-potential customers.
- Build and maintain strong pipeline.
- Use CRM systems (Odo) to track leads.
- Submit timely weekly/monthly reports.
- Achieve/exceed sales targets.

2. Customer Experience

- Understand products and communicate value.
- Conduct needs assessments.



- Build customer relationships.

3. Market Expansion

- Identify new markets.
- Conduct site visits.
- Join activations and outreach.

4. Upselling & Cross-Selling

- Recommend higher-value products.
- Cross-sell complementary products.

5. Market Intelligence

- Stay updated on competitors.
- Gather feedback.

B. Secondary Responsibilities

- Collaborate with internal teams.
- Perform any assigned duties.

3. Key Performance Indicators (KPIs)

- 10% YoY sales growth.
- Convert 20–30% quotations within 90 days.
- At least 6 customer engagements per day.
- Acquire 10 new customers monthly.
- 20% sales from repeat customers.
- Maintain accurate CRM records.



4. Required Qualifications

Education:

- Diploma/Degree in Business/Marketing.
- MS Office proficiency.

Experience:

- 2–3 years in field/retail/B2C sales.
- CRM experience.

5. Personal Qualities

- Excellent customer service.
- Strong communication.
- Professional presentation.
- Proactive & organized.
- Team player.