



JOB SPECIFICATION: FREELANCE FIELD SALES EXECUTIVE

Company: Builders Duka Ltd

Department: Business Development

Position: Freelance Field Sales Executive

Location: Kenya (Field-Based)

Reports To: Sales Manager

1. JOB PURPOSE

The Field Sales Executive is responsible for driving revenue growth by identifying, engaging, and converting customers for Builders Duka Ltd. As a freelance partner, you will operate with a high degree of independence to expand our market footprint across the construction sector.

2. KEY RESPONSIBILITIES

A. Revenue Growth & Pipeline Management

- Identify and engage high-potential customers within the building and construction industry.
- Build and maintain a strong, consistent sales pipeline.
- Use CRM systems (Odo) to track leads and sales progress.
- Submit timely weekly and monthly activity reports.
- Achieve and exceed established sales targets.

B. Customer Experience & Consultation

- Understand all company products and communicate their value effectively to clients.
- Conduct thorough needs assessments to provide tailored solutions.
- Build and nurture long-term professional relationships with customers.

C. Market Expansion & Field Activity

- Identify and penetrate new market segments.
- Conduct regular site visits to engage with contractors and developers directly.



- Join brand activations and outreach programs to increase company visibility.

D. Strategic Selling & Intelligence

- Recommend higher-value products (upselling) and cross-sell complementary materials.
- Stay updated on competitor activities and market trends.
- Gather and report customer feedback to improve service delivery.

3. KEY PERFORMANCE INDICATORS (KPIs)

- **Growth:** Achieve 10% year-on-year sales growth.
- **Conversion:** Convert 20–30% of quotations within a 90-day period.
- **Activity:** Maintain at least 6 customer engagements per day.
- **Acquisition:** Acquire 10 new customers every month.
- **Retention:** Ensure 20% of sales come from repeat customers.
- **Data:** Maintain accurate and up-to-date CRM records.

4. REQUIRED QUALIFICATIONS

- **Education:** Diploma or Degree in Business, Marketing, or a related field.
- **Experience:** 2–3 years in field, retail, or B2C sales.
- **Technical Skills:** Proficiency in MS Office and experience with CRM systems.

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5. PERSONAL QUALITIES

- Excellent customer service and strong communication skills.
- Professional presentation and a proactive, organized approach.
- Ability to work effectively as a self-driven individual and as a team player.