

Territory Sales Executive - Apapa

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Company: Fuzu

Location: Nigeria

Category: other-general

Job Summary

Contract Type:

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Bachelor's degree in business, marketing, or a related field; advanced degree is a plus.

Proven track record of successful D2C sales experience, preferably within the financial or services industry.

Strong understanding of consultative and solution-based selling techniques.

Excellent communication, negotiation, and interpersonal skills.

Results-driven with a proven ability to meet and exceed sales targets.

Proficiency in using sales CRM software and Microsoft Office Suite.

Strategic thinking with the ability to analyze market data and make informed decisions.

Strong organizational skills, attention to detail, and time management abilities.

Adaptability to changing market conditions and evolving client needs.

Willingness to travel within the assigned territory as required.

Responsibilities

Sales Strategy and Planning:

Develop and implement a comprehensive sales strategy for the assigned territory, aligned with overall company objectives.

Identify potential App users and service subscribers within a given territory.

Analyze market trends, customer needs, while keeping an eye on competitor activities within the industry.

Monitor sales performance metrics and provide insights to the Line Managers.

Prospecting and Lead Generation:

Research and identify potential clients through various channels, including networking, cold calling, referrals, territory sales and market research.

Build a robust pipeline of leads and opportunities to ensure consistent sales growth.

Initiate contact with prospects, present existing company solutions.

Periodically conduct surveys to assess the current and future needs of App users and service subscribers.

Client Relationship Management:

Cultivate and nurture relationships with existing clients to ensure customer satisfaction and loyalty.

Conduct regular client meetings, presentations, and service demonstrations to showcase value propositions.

Coordinate with the operations team to ensure timely order fulfillment and delivery.

Consultative Selling:

Employ a consultative approach to sales by understanding client pain points and offering tailored solutions including upselling.

Effectively communicate the benefits and features of the company's services to clients.

Collaborate with technical and service teams to provide accurate information and technical insights to clients.

Sales Negotiation and Closing:

Lead negotiations with App users and service subscribers, addressing objections, and presenting compelling proposals.

Work towards selling existing company solutions with the sales target in mind.

Manage the creation or updating of user information on various company Applications.

Sales Performance Metrics:

Plan and achieve sales targets and revenue goals within the assigned territory.

Monitor and analyze sales performance data, identifying trends and areas for improvement.

Provide regular updates to management on progress against targets.

Market Intelligence:

Stay informed about market developments.

Use market insights to adjust sales strategies and identify emerging opportunities.

Collaboration and Reporting:

Collaborate with internal teams, including marketing, customer service, and service delivery, to align efforts and drive success.

Maintain accurate records of sales activities, client interactions, and deals using CRM systems.

Generate timely and insightful sales reports for management review.

Sales Training and Materials:

Assist in creating and updating sales materials, presentations, and product information.

Facilitate the distribution of sales collateral to the sales team and customers.

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