

Head Office:

105 Manyani East Road
P.O. Box 61872 Nairobi 00200
Tel: +254 20 2725334/5
Email: info@tanasugar.com

Farm Location:

Bura, Tana River County,
Kenya.

JOB DESCRIPTION

Position of Employment:	Salesperson - Jaggery
Reporting to:	General Manager
Cover in Case of Absence:	Salesperson (from Team)
Date of Commencement:	September 2026
Department:	Sales & Commercial
Location of employment:	TRSC Farm in Bura, Tana River County (With frequent travel across regional markets)
Job Reference No.	TRSC/SCL/JSP/2026

Job Purpose

The Jaggery Salesperson is responsible for driving revenue growth, market expansion, and customer relationship management for the Company's jaggery product portfolio. The incumbent will proactively identify new business opportunities, build strong distribution networks across wholesale, retail, institutional, and agro-processing channels, manage accounts, and achieve targets for sales volume, market share, and revenue. This role requires close coordination with production, quality assurance, and logistics to ensure seamless order fulfilment and high customer satisfaction.

Principal Accountabilities:

- Sales Execution & Revenue Generation:** Achieve and exceed monthly, quarterly, and annual sales targets for jaggery volume and revenue by actively sourcing, negotiating, and closing business opportunities with distributors, wholesalers, retailers, and institutional buyers.
- Market & Business Development:** Map and expand market coverage across regional and national territories; systematically recruit new distributors, wholesalers, and commercial clients to build a resilient sales pipeline.
- Account & Relationship Management:** Maintain strong relationships with existing customers through regular field visits, key account management, prompt order processing, and rapid resolution of customer queries or product complaints.
- Market Intelligence & Competitor Analysis:** Continuously monitor market trends, competitor pricing, distribution networks, consumer preferences, and demand fluctuations; provide timely market intelligence to inform strategic pricing and sales plans.
- Sales Administration & Order Processing:** Manage end-to-end sales transactions, from quotation and order intake to dispatch coordination and timely invoicing, working closely with the Farm Stores and Logistics teams.
- Credit & Debt Collection Management:** Ensure strict adherence to commercial credit policies, conduct timely follow-ups on outstanding receivables, and ensure prompt payments to minimize bad debts and maintain optimal cash flow.
- Brand Promotion & Merchandising:** Execute promotional campaigns, product demonstrations, trade fairs, and point-of-sale merchandising to elevate brand visibility and awareness in local and regional target markets.
- Cross-Departmental Coordination:** Collaborate with the Jaggery Quality Assurance Officer and Production team to ensure supply matches market quality requirements and customer delivery expectations without stockouts.

9. **Health, Safety & Environmental (HSE) Compliance:** Adhere to company health, safety, and hygiene standards during travel, product handling, field visits, and customer meetings, promoting a culture of workplace safety and environmental responsibility

Key Performance Indicators (KPIs)

1. **Sales Target Achievement:** Achieve 100% or higher of approved monthly, quarterly, and annual sales targets for jaggery volume and revenue.
2. **New Customer Acquisition:** Successfully onboard a minimum target of verified new distributors, wholesalers, or institutional accounts per quarter.
3. **Debt & Receivable Collection:** Maintain zero overdue debts beyond agreed credit terms, ensuring average Days Sales Outstanding (DSO) remains within company thresholds.
4. **Customer Retention & Satisfaction:** Maintain a customer retention rate of $\geq 90\%$ across key accounts and achieve high customer satisfaction ratings.
5. **Market Coverage & Field Visits:** Complete 100% of planned weekly and monthly field visits to existing and prospective trade channels.
6. **Reporting Compliance:** Submit 100% accurate weekly sales pipelines, daily visit reports, market intelligence updates, and monthly performance reviews on time.
7. **Order Processing Efficiency:** Ensure 95% of customer orders are accurately processed and dispatched within established lead times in coordination with logistics.
8. **Compliance & Safety:** Maintain zero safety incidents during transport/field operations and ensure full compliance with internal commercial policies.

Required Qualifications & Experience

1. **Education:** Diploma or Bachelor's Degree in Sales and Marketing, Business Administration, Supply Chain, Commerce, Agribusiness, or a closely related field. Professional certifications (e.g., CIM) will be an added advantage.
 2. **Experience:** Minimum of three 6 years' direct field sales and business development experience, preferably within Fast-Moving Consumer Goods (FMCG), agro-processing, food and beverage, or sugar manufacturing sectors. Experience in selling non-centrifugal sugar/jaggery or bulk agricultural commodities is highly desirable.
 3. **Technical Skills:** Proven route-to-market and distribution network management capabilities; strong negotiation, closing, and account management skills; familiarity with sales CRM software, ERP systems, and Microsoft Office applications (Word, Excel, PowerPoint); deep knowledge of credit control and sales administration.
 4. **Behavioural Competencies:** Highly self-motivated, target-driven, resilient, excellent interpersonal and persuasive communication skills, strong problem-solving ability, high level of personal integrity, and financial accountability.
 5. **Additional Requirements:** Willingness to be based at TRSC Farm in Bura, Tana River County, with flexibility for frequent travel across regional sales territories; valid driver's license/clean driving record; physical fitness to conduct regular trade visits and field operations.
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