

<https://jobs.eagmark.net/job/sales-manager-small-holder/>

Description

As a world market leader in crop protection, we help farmers to counter these threats and ensure enough safe, nutritious, affordable food for all – while minimizing the use of land and other agricultural inputs. Syngenta Crop Protection keeps plants safe from planting to harvesting. From the moment a seed is planted through to harvest, crops need to be protected from weeds, insects and diseases as well as droughts and floods, heat and cold. Syngenta Crop Protection is headquartered in Switzerland.

Role Purpose

- To contribute to the development of the small holder business strategy and ensure as a member of the country management team it is delivered in line with agreed business targets and timelines
- Manage customer relationships to gain a deeper understanding of their business and business needs to enable development of customized value offers that build a successful and sustainable business partnership.
- Work with the commercial team to implement the agreed customer strategy, monitor effectiveness and adjust as required, to ensure marketing and sales targets for the customer and territory are achieved.
- To achieve agreed sales targets in accordance with the Kenyan strategy and objectives and ensure a strong link between Seeds & CP.

Responsibilities

- To assist in development of small holder ICS strategy including sales plans, targets and expense budgets.
- To assume responsibility for realising the required growth of the business in Kenya with due consideration/assessment/management of all (financial) risks involved.
- To fully understand key competitor offers & adjust / develop strategy accordingly in the small holder segment
- Works within the sales and support teams for the achievement of customer satisfaction, revenue generation, and long-term account goals in line with company vision and values
- Act as key contact / interface for all Syngenta businesses to customer.
- Overview potential agribusiness partners for distribution of the company products and offers
- Overview channel structure, business model, capabilities and each channel's role within the value chain to customer and adapt as required to meet the business needs.
- To develop and implement agreed sales plans, targets and budgets for the small holder channel and ensuring that targeted market share is achieved.
- To draw up Small holder BAP's (to ensure must win battles for the small holder sector are won), and execute them according to identified time scale and budget.
- To successfully manage a team of Area Sales Managers, Sales Assistants & Field Promoters
- To work closely with marketing & other functions to ensure appropriate customer segmentation and appropriate value offers are communicated as

Sales Manager-Small Holder

Hiring organization

Eagmark Job Board

Employment Type

Full-time

Industry

Agriculture

Job Location

Nairobi, Kenya

part of the field support programme.

- To overview sales budgeting and product forecasting – both seeds and crop protection products
- Work in compliance with commercial policy of the country, HSE requirements, local legislation and competition law.

Qualifications

Knowledge Skills and Experience

Critical experience and knowledge

- Extensive knowledge of the Kenyan agricultural sales environment, sales techniques and approaches
- Strong people management and leadership skills
- Language skills – must have excellent language skills o Swahili and English.
- Key sales management skills; strong understanding of customer needs, structure and business drivers
- Understanding of the agricultural competitive environment
- Education level of undergraduate in BSc. Agriculture as a minimum

Critical leadership capabilities and skills

- Sets ambitious business goals a demonstrates a high degree of ownership of agreed goals
- Communicates with impact
- Manages for performance and demonstrates a high degree of ownership
- Strategic thinking and a good team player
- Leadership – ability to lead, coach, drive and motivate individuals, teams and customers
- Business delivery orientation
- Develops people, organization and self
- Focuses on customers

Critical Success Factors

- Delivering on the sector and zone business targets
- Working closely with other functions, departments to enhance and implement the sector strategy
- Create a sustainable and profitable relationship with our channel
- Develop, motivate and mentor the commercial team in your territory
- Relationships developed with key stakeholders in the crop protection and seed business
- Support design of systematic ways of collecting grower/ channel data

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