

Job Title: Agricultural Engagement & Sales Supervisor

About Akeyo: Akeyo is a social start-up with a mission to empower farmers through economically viable provision of advisory, equipment, input and market linkages. We supply equipment and video-based training to farmers on a fee-basis. Our ambition is to transform rural communities at scale by changing the way agricultural advisory services are delivered. Since we started in May 2024, we have proven the feasibility of the model and started selling to farmers and agents.

Job Summary: We are looking for a motivated and detail-oriented **Engagement & Sales Supervisor** to oversee and manage the daily operations of field agents and sales teams. The Sales Supervisor will be responsible for leading a team of engagement and sales representatives/agents, setting sales targets, monitoring performance, and ensuring the successful execution of engagement sales strategies. Engagement is done through videos and savings groups. Sales is primarily agricultural equipment and products. The ideal candidate will have a strong leadership presence and a passion for driving sales growth and team success.

Key Responsibilities:

1. Team Leadership & Management:

- Supervise and motivate a team of Akeyo agents to achieve individual and team targets.
- Provide regular coaching and performance feedback to team members.
- Conduct training sessions to enhance the skills of the sales team and ensure they are equipped with product knowledge and effective sales techniques.
- Monitor sales activities, ensuring compliance with company policies and sales processes.

2. Engagement and Sales Performance Monitoring:

- Set daily, weekly, and monthly engagement and sales targets for the team and track progress.
- Analyze engagement and sales performance data and provide actionable insights to improve team effectiveness.
- Evaluate and report on individual and team performance, adjusting strategies as needed.

3. Customer Relationship Management:

- Build and maintain strong relationships savings groups and farmers through savings groups training and video distribution.
- Ensure high levels of agent and farmer satisfaction by resolving issues and handling inquiries promptly including equipment failures etc.
- Encourage the sales team to maintain regular communication with customers to drive repeat business and referrals.

4. Sales Strategy Execution:

- Work with the Area and Sales Manager to implement sales strategies and campaigns in line with company objectives.
- Oversee engagement activities, agent training and ensure they align with Akeyo values, sales targets and goals.
- Identify new business opportunities within the assigned area and help the team target new customers.

5. Reporting & Documentation:

- Prepare engagement and sales reports and present them to management, detailing sales figures, team performance, market trends, and customer feedback.
- Maintain accurate records of sales activities, customer interactions, and sales leads in CRM systems.
- Monitor inventory levels and ensure the sales team has adequate stock to meet customer demand.

6. Market Analysis:

- Contribute to the continuous development of Promote the company's product offerings and enhance brand awareness within the assigned territory.
- Stay up to date on industry developments and incorporate relevant changes into sales tactics.

Qualifications & Skills:

- High school diploma or equivalent (Bachelor's degree in Business, Marketing, or related field preferred).
- 3+ years of sales experience.
- Experience working with farmers.
- Proven track record of achieving and exceeding sales targets.
- Strong motivational, and interpersonal skills.
- Excellent communication and problem-solving abilities.
- Fluency in Luganda and English
- Ability to work in a fast-paced, target-driven environment.
- Proficient in using sales software, data collection and CRM tools (e.g., Kobo Collect, Salesforce, HubSpot).
- Strong organizational and time-management skills.
- Ability to understand, sell to, and work with small-holder farmers.

Additional Attributes:

- Ability to manage a team effectively and resolve conflicts when necessary.
- Strong analytical and decision-making abilities.
- Customer-focused with a proactive approach to identifying and addressing client needs.

Working Conditions:

- 90% travel within the sales territory.
 - Flexible working hours to accommodate team and client needs.
- Salary range Ugx 300,000 - 500,000/=.

How to apply:

[Please fill in this form to upload your CV](#) to show your interest in the role. The deadline for submission of the form is **March 7th** the latest. Applications are assessed on a rolling basis. Women are particularly encouraged to apply. More information about Akeyo can be found at www.akeyoafrica.com.

