



Job opportunity; Direct Sales Representative

The Automobile Association of Kenya (AAK) is the largest motoring organization in Kenya with affiliation to FIA. For over 102 years AA has played a major role in defining the Automobile industry in Kenya. Our ultimate goal is to provide a favorable work environment for talent development and innovation.

We are seeking to recruit **Direct Sales Representatives** to grow sales across our network; in Nairobi, Mombasa, Kisumu, Nakuru, and Eldoret branches.

Reporting to the Sales Manager, the DSRs will be responsible for creating customer awareness of AAK's products and services to potential customers and closing sales. Successful candidates will be on a monthly retainer plus performance commission.

Key Responsibilities

- Meeting and exceeding weekly, monthly and annual targets.
- Selling and promoting AAK products to the assigned markets.
- Contacting leads and setting up appointments to present AAK products and services
- Building relationships with existing referral sources and cultivate new referral sources.
- Working closely with the Sales Manager in arranging for events/promotions for new acquisition of customers.
- Deriving insights to competitor Sales activities and effectively improve their efforts
- Regularly providing feedback to the Sales Manager on the acceptance of the products to the assigned markets.
- Reporting on sales performance as will be advised.

Minimum job requirements:

For appointment to this position, one must have:

- Certificate/Diploma/Degree qualification in any business-related field
- Experience in Sales and Marketing will be an added advantage
- Ability to work with minimum supervision.
- Excellent selling and negotiation skills
- Good presentation and communication skills.
- Strong interpersonal and relationship management skills.

To apply, please forward your CV to jobs@aakenya.co.ke by the **23rd February 2022**. Please indicate **“Direct Sales Representative”** as your subject line or deliver hard copies to any of our branches near you.