

JOB DESCRIPTION FOR A POST OF A CUSTOMER CONSULTANT

Job Title	CUSTOMER CONSULTANT
Division/Branch:	BRANCH
Department:	SALES
Reports to:	BRANCH COORDINATOR
Responsible for:	SALES AGENT
<p>Customer Consultants sell a company's products and services. Customers include individuals, businesses, and government organisations. Sales may be domestic (within Uganda) or regional, or a combination of both.</p> <p>As well as approaching potential customers with the aim of winning new business; sales executives work to maintain good relationships with existing clients, gaining repeat business wherever possible.</p> <p>The sales industry is target driven and consequently, the work can sometimes be demanding and pressurised.</p>	
Responsibilities	<p>Typical work activities depend on the market and the setting. A basic distinction can be made between two types of sales:</p> <ul style="list-style-type: none"> • Business to business (B2B); • Business to customer or consumer (B2C) <p>B2B sales involve selling products or services from one business to another. For example, a sales executive in a company such as WANA which sales Gas and accessories is considered as a fast moving consumer goods (FMCG), we sell not only to well to do customers but to retailers too and involves in making a strong argument so the solution get shelf space. Activities important for success include:</p> <ul style="list-style-type: none"> • relationship building; • researching the market and related products; • presenting the product or service favourably and in a structured professional way face-to-face. <p>B2C sales involve direct selling to the consumer or end user. Examples include selling through exhibitions, public address systems, presentations to companies and door to door.</p> <p>Typical activities for sales executives generally include:</p> <ul style="list-style-type: none"> • listening to customer requirements and presenting appropriately to make a sale. • maintaining and developing relationships with existing customers in person and via telephone calls, Twitter, WhatsApp and emails; • cold calling to arrange meetings with potential customers to prospect for new business; • responding to incoming email and phone enquiries;

	<ul style="list-style-type: none"> • acting as a contact between a company and its existing and potential markets; • negotiating the terms of an agreement and closing sales; • gathering market and customer information; • representing their company at trade exhibitions, events and demonstrations; • negotiating on price, costs, delivery and specifications with buyers and managers; • challenging any objections with a view to getting the customer to buy; • advising on forthcoming product developments and discussing special promotions; • creating detailed proposal documents, often as part of a formal bidding process which is largely dictated by the prospective customer; • liaising with suppliers to check the progress of existing orders; • checking the quantities of goods on display and in stock; • recording sales and order information and sending copies to the sales office, or entering figures into a computer system; • reviewing your own sales performance, aiming to meet or exceed targets; • gaining a clear understanding of customers' businesses and requirements; • making accurate, rapid cost calculations and providing customers with quotations; • feeding future buying trends back to employers; • attending team meetings and sharing best practices with colleagues
Skills	<p>You will need to have:</p> <ul style="list-style-type: none"> • the ability and desire to sell; • excellent communication skills; • a positive, confident and determined approach; • resilience and the ability to cope with rejection; • a high degree of self-motivation and ambition; • the skills to work both independently and as part of a team; • the capability to flourish in a competitive environment; • a good level of numeracy.
Qualifications	<p>Academic qualifications are desirable not essential for this post, however, if you present with less grades we expect you to have extensive experience in oil and gas field. Other attributes for this post are personality, attitude and abilities and a strong commercial awareness and excellent communication skills</p>
Work experience	<p>It is useful to be able to point to some work experience in a customer-facing environment, such as retail or hospitality.</p>