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TEAM**

Transforming future capability

Plot 54354, Central Square
2nd Floor, Unit 201, CBD Gaborone
Botswana

AVAILABLE POSITION: SALES OFFICER

Job Summary

Reporting to the Head of Business Development, Marketing and Partnerships, the position requires a sales-driven and customer-centric individual to undertake sales activities. The successful candidate is required to provide the highest degree of service to the current customer base, to actively seek new business opportunities with potential customers and implementing the most effective initiatives to increase the institute's revenue. The Sales Officer's responsibilities include, but not limited to recommending improvements to current sales strategies, informing potential and existing customers of company promotions, as well as preparing accurate sales and expense reports.

The Sales Officer should have good negotiation skills required to build and close sales. They are required to have knowledge of industry regulations through researching potential markets and customers, looking for existing and new market applications. The successful candidate will also be responsible for creating organic leads, work on referral leads as well as leads generated from marketing activities.

KEY RESPONSIBILITIES

- Promoting the institute's training programs and encourage customer purchases.
- Generating sales leads, to increase institute's revenue.
- Developing in-depth knowledge of company products.
- Providing reliable, high quality customer support and maintaining a helpful attitude with all customer interactions.
- Developing and sustaining long-lasting relationships with customers.
- Promoting utilization of training credits by corporate members.
- Maintaining an accurate record of all sales, scheduled customer appointments, and customer objections.
- Collaborating with marketing to ensure alignment on the institute's commercial strategy.
- Continuous market research and informing product developers of possible product improvements and changes to ensure that company products meet current market needs.
- Preparing cost-benefit analyses for prospective and existing customers to determine the most suitable purchase options.
- Analysing competitors' products to determine product features, benefits, and market success.
- Maintaining positive business relationships to ensure future sales.

PERFORMANCE

- Achieve agreed sales targets and performance indicators across all areas of responsibility.
- Must be able to resolve problems, handle conflict and make effective decisions.
- Be actively involved in continually reviewing, improving and optimising the effectiveness and efficiency of the Business Development department.
- To work as part of and contribute to high performance teams.

MINIMUM QUALIFICATIONS AND EXPERIENCE

- A university degree in marketing, sales or communications or equivalent.
- One year sales experience in a higher education institute' environment will be an added advantage.
- Valid driver's license and good driving record.
- Good working knowledge of MS Outlook, Word, Power point, Teams, Excel, and familiar with CRM tools.

Send your application, latest CV and copies of qualifications to recruitment@bibf.ac.bw.
Closing date is on the **7th February 2025** and only shortlisted candidates will be contacted.