

JOB DESCRIPTION

SALES OFFICER

Sales & Commercial | easyHATCH Ltd | Musanze, Rwanda

Job Title:	Sales Officer
Department:	Sales & Commercial
Reporting Line:	Sales Manager
Employment Type:	Permanent, Full-Time
Location:	Musanze, Rwanda. Regular field travel across assigned territory required.

1. Position Overview and Purpose

The Sales Officer is a commercial role responsible for generating and growing revenue from an assigned territory or customer segment by building strong customer relationships, converting prospects into active buyers, servicing existing accounts, and accurately reporting market intelligence to the Sales Manager.

You will be easyHATCH's most direct point of contact with commercial poultry farmers, small and medium institutional buyers, and other customers in the field. The quality of those relationship; built on product knowledge, responsiveness, reliability, and honesty; is the foundation of easyHATCH's commercial reputation at the grassroots level.

This role requires a self-motivated, organised, and commercially driven individual who is comfortable working independently in the field, managing a pipeline of active prospects and accounts, and consistently meeting monthly and quarterly sales targets. The Sales Officer is not a passive order-taker: they are expected to actively develop their territory, identify new customers, and grow revenue within existing accounts through consistent, high-quality customer engagement.

2. Key Relationships

Stakeholder	Nature of Relationship
Sales Manager	Direct line manager. Reports weekly on territory performance, pipeline, customer visits, and market intelligence. Seeks approval for any pricing deviation, special credit arrangement, or commitment outside the Sales Officer's delegated authority.
Commercial Farmers (DOC / HE customers)	Primary field customer relationship. Understands each farmer's production scale, flock cycle, purchasing patterns, credit profile, and biosecurity awareness. Provides technical after-sales support in coordination with the Veterinary team.
Logistics / Delivery Team	Coordinates with the logistics team to confirm delivery schedules, resolve delivery complaints, and ensure order fulfilment meets customer expectations.

	Accompanies all deliveries to ensure accurate delivery.
Finance / Credit Control	Refers all new customer credit applications to Finance. Reports overdue accounts and assists with collections as directed by the Sales Manager. Does not extend credit terms unilaterally and is fully responsible for all collections.
Avian Veterinarian	Refers technical enquiries from DOC and HE customers to the veterinary team. Coordinates joint farm visits for after-sales technical support where required.

3. Key Responsibilities and Duties

3.1 Territory Sales and Target Achievement

- a) Achieve monthly and quarterly revenue targets for the assigned territory across all product lines: day-old chicks (DOC), hatching eggs (HE), and related agri-products.
- b) Plan and execute a regular field visit schedule that covers all active accounts and priority prospects in the territory. Submit the visit plan to the Sales Manager every month and report against.
- c) Conduct a minimum of five customer-facing visits per week, a proportion of which must be prospecting visits to new or lapsed customers. The target number of visits per week will be set by the Sales Manager in the annual sales plan.
- d) Monitor your own daily, weekly, and monthly sales performance against target. Do not wait for the Sales Manager to identify a shortfall; identify it yourself, diagnose the reason, and propose a corrective action.
- e) Record every customer interaction, visit, call, and order in the CRM system or designated customer log on the same day it occurs. Incomplete or back-dated records are a non-conformance.

3.2 Customer Prospecting and New Account Development

- a) Actively identify and qualify new customer prospects in the territory: commercial poultry farmers, small-scale hatcheries, traders, and any other business with a need for the easyHATCH's products.
- b) Convert qualified prospects to active buying customers by: making a compelling, knowledgeable first approach; understanding the prospect's current supplier, buying cycle, and pain points; presenting the easyHATCH's products with accurate specifications and honest claims; following up promptly and professionally; and securing the first trial or introductory order.
- c) Complete a new customer profile form for every prospect converted to an active account, capturing: business name and contact details; type of operation; estimated annual purchase volume; products of interest; credit assessment (refer to Finance); and preferred delivery arrangements.
- d) Track conversion rate (prospects contacted to first order placed) and report it monthly as part of the weekly sales report. A conversion rate below the Sales Manager's target will trigger a review of approach and technique.

3.3 Account Servicing and Customer Retention

- a) Service all active accounts in the territory consistently: confirm upcoming order requirements in advance of each delivery cycle; coordinate with logistics to ensure on-time, complete delivery; respond to complaints within 24 hours; and follow up after every delivery to confirm satisfaction.
- b) Build genuine relationships with key contacts at each account; not just the buyer, but the owner, the farm manager, production manager, or operations head who influences purchasing decisions. Understand their business, their challenges, and their plans well enough to anticipate their future needs.
- c) Monitor account health: revenue trend (growing, stable, or declining); order frequency; product range purchased; payment behaviour; and any signals of dissatisfaction or competitor approach. Escalate accounts showing signs of attrition to the Sales Manager immediately.
- d) For DOC and HE customers, conduct scheduled follow-up farm visits (2–3 weeks) after each placement to review flock performance, record brooding mortality, and provide a basic performance comparison against the easyHATCH's standard benchmarks. Refer any health concern to the Veterinary team immediately.

3.4 Product Knowledge and Technical Selling

- a) Maintain a current and accurate working knowledge of all products offered by easyHATCH: DOC and HE (breed characteristics, performance benchmarks, biosecurity requirements, transport temperature); and any agri-products distributed by easyHATCH.
- b) Sell on value, not just price. Be able to explain clearly to a customer why easyHATCH's DOC command a premium, what the biosecurity and vaccination programme backing means for their flock performance, and how easyHATCH's after-sales support compares to alternatives in the market.
- c) Never make a product claim that cannot be substantiated. Never commit to a delivery volume or date without first confirming availability with the logistics or production team. A false commitment destroys trust faster than any price difference.
- d) Attend product knowledge training sessions organised by the Sales Manager or Veterinary team. All Sales Officers are expected to pass the product knowledge assessment annually.

3.5 Order Management and Coordination

- a) Receive and process customer orders accurately: confirm product, quantity, unit price (against the current approved price list), delivery address, and requested delivery date. Immediately escalate any order that requires a price not on the approved list to the Sales Manager for approval.
- b) Record confirmed orders in the order management system with sufficient lead time for production and delivery planning. For DOC and HE orders, coordinate with the Hatchery Manager's production confirmation schedule. Never confirm a DOC or HE order to a customer without hatchery production confirmation.
- c) Track all open orders from placement to delivery. Notify the customers in advance about the delivery schedule. Do not wait for the customer to call you.
- d) Resolve straightforward order and delivery complaints directly: short delivery, or damaged goods on arrival. Escalate any complaint that requires a credit note, a product replacement, or compensation to the Sales Manager within 4 hours of the complaint being received.

3.6 Market Intelligence and Reporting

- a) Collect and report market intelligence from the field on a weekly basis: competitor pricing changes; new entrants or products observed in the territory; customer feedback on easyHATCH's products and service versus competitors; emerging demand from new buyer categories; and any regulatory or market development that may affect sales.
- b) Submit a weekly sales report to the Sales Manager every Friday covering: actual sales vs target (by product and customer); visits completed; new prospects contacted and status; orders placed and orders pending; complaints received and resolved; market observations; and the following week's visit plan.
- c) Maintain your customer records and CRM entries current and complete at all times. The CRM is easyHATCH's commercial memory; an entry that exists only in a notebook or in your head has no business value and cannot be used by the team.

3.7 Credit and Collections Support

- a) Do not extend credit terms or payment arrangements to any customer without written approval from Finance and the Sales Manager. If a customer requests extended terms, note the request and refer it immediately without making any commitment.
- b) Monitor the payment status of accounts in your territory. You are responsible to make collections for all products that you sell.
- c) Do not accept payment in any form (cash, mobile money, or otherwise) directly from a customer without following easyHATCH's approved payment collection and receipting procedure. All customer payments must be deposited directly into the company's bank account.

4. Product Knowledge Requirements

The Sales Officer must develop and maintain working knowledge of each product category. The minimum standard is the ability to answer a customer's practical questions accurately without referring to a colleague.

Product	Minimum Knowledge Required
Day-Old Chicks (DOC)	Breed available, typical FCR and live weight benchmarks, basic brooding temperature requirements, mortality benchmarks by age, vaccination programme overview, transport temperature requirements, biosecurity recommendations for receipt on farm.
Hatching Eggs (HE)	Target customer type (hatcheries, on-farm hatching), storage requirements (15–18°C, 75–80% RH), maximum storage age for setting, transport protocols, the link between maternal vaccination and progeny performance.
Agri-Inputs	Any vaccines, medications, or biosecurity consumables distributed by easyHATCH: product name, purpose, storage, and basic usage guidance for referral to the veterinary team.

5. Minimum Qualifications and Experience

Requirement	Specification
Academic Qualification	A minimum of a Diploma or Bachelor’s degree in Sales and Marketing, Business Administration, Agricultural Science, Animal Production, or an equivalent discipline. A degree in a relevant agricultural or animal science field is a strong advantage for selling DOC, HE, and veterinary-related products.
Minimum Experience	Not less than two (2) years of field sales experience. Prior experience selling into the agricultural sector, poultry industry, veterinary products, FMCG, or related field is preferred. Candidates with strong agricultural knowledge and limited sales experience will be considered if they demonstrate commercial aptitude.
Sector Knowledge	A practical understanding of commercial poultry farming in Rwanda and EAC: flock sizes, production cycles, feed and input requirements, and the typical buying behaviour of commercial farmers and institutional buyers.
Sales Aptitude	A demonstrated ability and personal motivation to sell: to identify prospects, make a compelling approach, handle objections, and close an order. Candidates must be comfortable with rejection and persistent without being aggressive.
Language Proficiency	Full working proficiency in Kinyarwanda is essential for field sales across Rwanda. English proficiency (written and spoken) is required for internal reporting, CRM, and correspondence. Kiswahili/French is an advantage.
Driving Licence	A valid Rwandan driving licence is required. The Sales Officer will use a Company or pool vehicle for field visits.

6. Core Competencies and Personal Attributes

Competency	Behavioural Indicators
Drive and Self-Motivation	Does not need to be pushed to make calls, visits, and prospecting approaches. Sets their own daily targets and works to them without supervision. Treats a missed target as a personal problem to solve, not an external circumstance to

	explain.
Customer Focus	Genuinely interested in the customer’s operation, not just in closing a sale. Asks questions, listens carefully, and remembers what the customer told them last time. Follows up without being asked. The customer feels known, not processed.
Honesty and Product Integrity	Does not exaggerate product performance, availability, or quality to make a sale. If a product is not right for a customer’s situation, says so. Customers trust Sales Officers who tell the truth even when it costs a sale; and they come back.
Resilience and Persistence	Handles rejection without losing energy. Returns to a prospect who said no last month with a new reason or a new product. Does not give up on an account because one visit did not go well.
Organisation and Planning	Plans the week’s visits before Monday, not during it. Keeps customer records current. Submits reports on time. Does the administrative work that makes the sales work reliable.
Communication	Speaks clearly and confidently in both Kinyarwanda and English. Listens as well as talks. Writes a report that the Sales Manager can act on without asking three follow-up questions.
Commercial Awareness	Understands that their job is to generate revenue that is profitable for the Company, not just to ship product. Knows the Company’s margins well enough to avoid giving unnecessary discounts. Understands why cash collection matters as much as the sale itself.
Integrity	Does not make side deals, accept undisclosed payments, or bend the Company’s pricing and credit rules. If a customer offers something inappropriate, declines clearly and reports it to the Sales Manager. Behaviour in the field reflects on the whole Company.

7. Conditions of Employment

Mobile Phone:	Company SIM card or mobile phone allowance provided for customer communication.
Probation Period:	Three (3) months. Performance against visit frequency, new account, and revenue targets will be assessed during the probationary period.
Notice Period (confirmed):	One (1) month
Annual Leave:	18 working days per year.
Working Hours:	Monday to Friday 08:00–17:00 plus field visits and delivery as per production schedule. Flexibility required for customer-facing activities outside standard hours.
Background Check:	Reference checks (minimum two). Verification of qualifications and driving licence. Criminal background check.
Applications:	Send CV and supporting documents to: careers@easyhatch.rw