Parts and Service Sales Representative (PSSR)

Reports to: Sales Manager | Location: Kigali | Coverage: Rwanda

MISSION

Develop sales of Caterpillar parts and after-sales services by building strong customer relationships, identifying equipment maintenance and repair opportunities, and recommending appropriate solutions. Combine strong commercial skills with sufficient technical understanding to act as a trusted partner and solution provider to customers.

MAIN ACTIVITIES

- Develop and grow a portfolio of customers for Caterpillar parts and after-sales services
- Prospect new customers and identify business opportunities through regular customer visits
- Build relationships with customers and key decision-makers, including senior management
- Conduct visual inspections of customer equipment to identify potential maintenance and repair needs
- Recommend preventive and corrective maintenance solutions and the appropriate parts and services
- Explain technical findings and recommendations clearly to non-technical customers
- Prepare commercial proposals, negotiate and close sales
- Work closely with Parts, Service and Technical teams to deliver appropriate customer solutions
- Follow up on quotations, sales opportunities and customer satisfaction
- Maintain accurate CRM records and contribute to sales targets

KEY INTERFACES

Internal: Sales Manager (direct line) · Parts Department · Service and Technical Team · Finance · Marketing

External: Existing and prospective customers · Fleet managers · Equipment owners and operators · Equipment owners and operators · Construction and mining companies · Industrial and infrastructure companies · Procurement and maintenance decision-makers

KEY PERFORMANCE INDICATORS

Parts and service revenue • Gross margin • New customers acquired • Quote conversion rate • Customer satisfaction and retention

COMPETENCY PROFILE

Education: Diploma or Advanced Diploma in a technical or commercial field. A Bachelor's degree is an advantage.

Experience: Minimum 3–5 years of experience in B2B sales, preferably in parts, after-sales services, automotive, heavy equipment or industrial products.

HARD SKILLS

- Proven B2B sales, prospecting and business development skills
- Strong customer relationship management and negotiation skills
- Technical understanding of heavy equipment, engines and mechanical systems
- Ability to identify equipment maintenance needs and recommend appropriate parts and services
- English and Kinyarwanda: Fluent (mandatory);French is an advantage

SOFT SKILLS

- Excellent interpersonal and communication skills
- Strong ability to influence and engage senior decision-makers
- Customer-focused and solution-oriented mindset
- Ability to explain technical information clearly to non-technical audiences
- Proactive, autonomous and results-oriented approach

This job description is not exhaustive and may be reviewed at any time. — Tractafric Equipment Rwanda Ltd