

### **SALES AGENT**

**Position:** Sales Agent

**Location:** Kigali and environs

**Reports to:** Sales Manager

**Apply By:** 31st March 2026

### **About Us**

At Numida, we believe small businesses are the backbone of Africa's economy. Yet millions of entrepreneurs still lack access to the financial tools they need to grow. That's why we're building digital financial services that unlock opportunities for African small business owners. Since 2021 we've delivered \$120M+ in working capital to over 90,000 businesses across East Africa. Now we're looking for a Sales Manager to help us build the team that powers this mission.

### **What This Role Is**

You're the face of Numida to clients. You find business owners, sit with them, understand their cash flow challenges, and build partnerships that help them grow. This is consultative selling - you're solving problems, not pushing products.

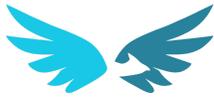
### **What You'll Actually Do**

#### **Client Acquisition (70%)**

- Identify and onboard 15-20 premium clients monthly in your territory
- Face-to-face meetings at client premises, markets, and industrial areas
- Conduct business consultations - understand their cash flow cycles, supplier terms, and growth plans
- Pitch Numida as partners, not just another lender
- Handle objections and close deals on the spot when possible
- Follow up persistently until you get a yes or a clear no

#### **Relationship Management (20%)**

- Regular check-ins with existing clients - proactive, not just when there's a problem
- Gather testimonials and success stories
- Resolve issues before they become problems
- Build referral networks - your best clients should be sending you more clients



### Market Intelligence (10%)

- Attend trade shows, business association meetings, and networking events
- Report on competitor activity and market trends
- Feed insights back to management - what's working, what clients are asking for
- Map your territory - know where the high-potential businesses are

### Who You Are

#### Must Have:

- 1+ years in B2B sales or field marketing, preferably in financial services, FMCG, or distribution
- Comfortable talking to business owners about margins, cash flow, and inventory management
- Strong relationship builder - people trust you
- Self-motivated and disciplined - you manage your own time
- Can handle rejection and stay resilient
- Fluent in Kinyarwanda and English

#### Good to Have:

- Experience selling to wholesale/import businesses
- Prior MFI or fintech field experience
- Existing networks in your territory

### Why join Numida?

At Numida you'll join a team that is transforming financial access for African entrepreneurs.

We are:



Backed by Y Combinator



Recognized by Financial Times as one of Africa's fastest growing companies



Building products that empower 1 million small businesses by 2030

### You'll also enjoy:



A collaborative and mission-driven culture



Opportunities for professional growth



Competitive compensation and benefits

Apply here and be part of a team building the future of financial services in Africa.



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