



# LIMURU DAIRY FARMERS CO-OPERATIVE SOCIETY LTD.

MAZIWA HOUSE, 4<sup>TH</sup> FLOOR  
P.O. Box 8-00217, LIMURU

Tel: 020-2010611  
Cell: 0713-833814

*limurudairy@gmail.com*  
*info@limurudairy.co.ke*  
*www.limurudairy.co.ke*

Tuesday, 11 June 2024

## JOB ADVERTISEMENT

**Position:** Territory Sales Representative

**Company:** Limuru Dairy

**Location:** Limuru, Kenya

**Type:** 1 Year Renewable Contract

Limuru Dairy, a leading dairy processing company in Kenya, is seeking a skilled and experienced Territory Sales Representative for UHT milk and yoghurt to join our dynamic team. This new position is designed to support our expanding operations and ensure the continued success of our UHT milk and yoghurt marketing activities.

### **JOB SUMMARY:**

The Territory Sales Representative is responsible for driving high-value dairy product sales within their assigned region. Reporting to the Head of Sales and Marketing, this role is pivotal in achieving sales targets and expanding the customer base. The assigned territory includes:

1. Kajiado County
2. Kiambu County
3. Nairobi County
4. Lower Eastern
5. Nakuru County
6. Thika, Murangá, and its environs

### **RESPONSIBILITIES:**

- Develop and execute strategic sales plans for the assigned territory to achieve sales targets.
- Identify new customers while maintaining and nurturing relationships with existing ones.

- Conduct regular visits to clients, retailers, and distributors to promote products and gather market insights.
- Collaborate with the marketing team to implement local promotional activities and initiatives.
- Provide product training and support to retailers and distributors within the territory.
- Monitor competitor activities and market trends, reporting relevant information to the Sales Manager.
- Prepare and submit regular sales reports, forecasts, and updates on territory performance.
- Respond to customer inquiries and resolve issues or concerns promptly.
- Ensure proper merchandising and stock availability at retail outlets.
- Work closely with the sales support team to process orders and handle logistics and delivery.
- Drive continuous marketing and sales of company products.
- Manage direct sales distribution in the general trade market.
- Conduct daily reconciliation of accounts with timely remittance of cash sales.
- Ensure comprehensive product presence in your region.
- Participate periodically in market storming activities to increase territorial growth and coverage.
- Maintain impeccable customer relationships.
- Ensure timely servicing of customer orders.
- Submit timely reports to the Head of Department on performance, market intelligence, and areas for improvement.
- Attend to customer queries and complaints promptly.
- Perform any other duties assigned by your Supervisor.

**REQUIREMENTS:**

- Diploma in Sales and Marketing.
- Minimum of 2 years' experience in the Fast-Moving Consumer Goods (FMCG) sector.
- Experience in high-value dairy products is an added advantage.
- Strong selling and negotiation skills.
- Good written and oral reporting skills.
- Valid driving license with actual driving experience is an added advantage.
- Excellent communication skills, both oral and written.
- Well-groomed and professional demeanor.

Additional Requirements:

- Provide three referees.

If you are passionate about dairy marketing and possess the required skills and experience, we encourage you to apply for this exciting opportunity at Limuru Dairy.

How to Apply:

Please submit your resume and a cover letter outlining your relevant experience and qualifications to THE MANAGER, LIMURU DAIRY by Tuesday, June 18, 2024. Please indicate the position title "Territory Sales Representative". Applications can be delivered to Limuru Dairy Farmers' Cooperative Society Limited, 4th Floor, Maziwa House, or sent exclusively to the following email address: [infolimurud@gmail.com](mailto:infolimurud@gmail.com)