



Biogas Sales Team (BIST) Opportunity

About Kenya Biogas

Kenya Biogas Program (KBP) is the National Implementing entity of the Africa Biogas Partnership Program (in Kenya). KBP envisions a commercially viable domestic biogas sector that would contribute towards food security, clean/sustainable use of energy and environmental conservation.

Biogas Marketing Hubs (BMHs)

KBP is working with high potential producer cooperatives, Saccos, Banks and MFIs within the dairy, coffee and horticulture value chains. The memberships of such producer cooperatives and Saccos comprise smallholders' farmers who are in need, and are potential buyers of, these biogas plants. KBP has attached manufacturers and BCEs/companies through competitive selection criteria where there was careful vetting to ensure suitable BMH model. A select number of BCEs (minimum 3) are attached to the BMHs with a clear signed code of conduct to ensure high quality biogas plants are provided and/or installed. There are 22 Biogas marketing hubs that have signed MoU's with KBP

Biogas Sales Team

Kenya Biogas Program is recruiting energetic and ambitious Biogas Sales Team (BIST) on commission basis to be based at County Level or at Biogas Marketing Hubs; fast growing farmer organizations spread across the country that are partnering with KBP to commercialize the biogas plant sector through installation of high quality fuel-efficient cooking biogas solutions that save lives, conserves forests and mainly ensures food security in Kenya.

Location: County level Based and linked to Biogas Marketing Hubs e.g. Cooperatives, Saccos, MFIs

The BIST Rep. will be responsible for selling the biogas plant technology to farmers, MFI's, Sacco, third party E-commerce platforms, and corporations.

The position will involve new lead generation, sales, account management, training staff of biogas benefits, biogas utilization, and developing business strategy for Biogas Marketing Hubs.



This is an outside sales position and requires a tremendous amount of hustle (push), lead generation, independence, and self-motivation.

We are looking for someone with hundreds of existing business contacts and connections in the targeted areas that can amount to selling biodigesters.

Roles and responsibilities:

- **Prospecting/Lead Generation:** Responsible for finding new leads, setting meetings, introducing accredited Biogas Construction Entrepreneurs and Companies, and closing sales deals. We are looking for a real hunter, an aggressive sales person, who is chasing down leads and closing deals 24/7.
- **Sales:** Pitch, negotiate, and close outside sales deals within and outside the Biogas Marketing Hub.
- **Account Management:** Be the primary contact person on your accounts, regularly meet with clients to strengthen relationships, introduce new biodigester models, and grow client's monthly sales.
- **Client Training:** Train your client's staff (HUB) on basic biodigester technology, our value position, and how to sell biodigesters
- **Consult Client on Business Strategy:** Work with Biodigester Marketing Hub on their business strategy to ensure success of uptake among the Hub's members.
- **Measurement & Analysis:** Consistently track sales performance, measure and analyze your monthly sales projections versus actual sales,
- **Professional Development:** Attend trainings and meetings at the HUB'S and KBP offices as requested. Develop a Sales Strategy and personal Business Plan.

Applicant Requirements:

- College Diploma preferably in business or agribusiness for individuals/ profile for institutions or business entities
- An extensive list of business contacts within the Biogas Hub's regions.
- Previous experience in outside sales, especially selling household products and consumer durable goods.
- Previous experience in developing sales projections and meeting sales goals.
- High energy, positive, willing to close deal 24/7 at the office, in the market, field days, education days. AGMs 2+ years experience in sales.
- Experience selling/supporting sale of similar product is an added advantage.
- Ambitious, initiative and has excellent networking skills.



- Customer Service Skills: The customer is always right. You will need to be able speak in a friendly way to customers and potential customers, listening to their needs and helping communicate options for them.
- Communication Skills: You will need to speak to customers about a product's different features, and answer any questions they might have.
- Flexibility: You might have to work long hours,
- Persistence: Not every customer is going to be a sale. Being able to bounce back if you lose a sale will be key for this job.

How to Apply

Applications letters (maximum 1 page) and detailed CV (maximum 3 pages) are to be sent by email to info@kbp.co.ke

Recruitment will be on a rolling basis