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| **Job Title** | Sales and Marketing Executive – Farm Equipment |
| **Reports to** | Head of Operations |
| **Department** | Sales and Marketing |
| **Work relations** | Sales Team |
| **Supervises** | N/A |

**Job Purpose**

The Sales and Marketing Executive will be responsible for driving sales and market growth of farm equipment (tractors, implements, and related machinery). The role involves building strong relationships with farmers, dealers, distributors, and other stakeholders, actively promoting the company’s range of agricultural equipment, and ensuring a seamless sales and marketing process from inquiry to purchase and aftersales support.

**Job Duties;**

1. Achieve monthly, quarterly, and annual sales targets for farm equipment.
2. Conduct product demonstrations and field trials, showcasing the features, specifications, and benefits of tractors and implements.
3. Carry out regular field visits to farmers, cooperatives, and agribusiness clients to build strong networks and customer loyalty.
4. Develop and implement marketing campaigns, exhibitions, and promotional activities to increase brand visibility and product adoption.
5. Collect market intelligence on competitor products, pricing, customer preferences, and farming trends to shape sales and marketing strategies.
6. Provide detailed reports on sales performance, forecasts, and market trends to management.
7. Ensure excellent post-sales customer service, including training on equipment use, addressing concerns, and coordinating aftersales service support.
8. Collaborate with the technical and service teams to ensure customer satisfaction and long-term relationships.

**Job specifications;**

* 1. Degree in Sales, Marketing, Agribusiness, Agricultural Engineering, Business, or related field.
  2. 2–4 years of proven sales/marketing experience in agricultural equipment, automobile, or related industry.
  3. Strong communication, negotiation, and interpersonal skills.
  4. Ability to engage with farmers and agricultural stakeholders at different levels.
  5. Good understanding of farm equipment operations and farming practices (an added advantage).
  6. Excellent time management, planning, and reporting skills.