

JOB DESCRIPTION

Commercial Sales Representative

Location: Western Region (Workstation – Kisumu)

MQG Healthcare is a social enterprise incubated by the Center for Public Health and Development, dedicated to improving healthcare outcomes through innovative medical technologies. We specialize in the sale of high-quality medical equipment and non-pharmaceuticals, as well as the commissioning and installation of medical infrastructure, including medical oxygen plants and hospital piping systems.

Beyond equipment, we are committed to building healthcare capacity through training programs for medical professionals. As part of our growth strategy to full commercialization, we are expanding our coverage in the Western region and have launched a new showroom in Kisumu, making our solutions more accessible to healthcare providers in the area.

Role Objective

The Commercial Sales Representative is responsible for driving sales, developing relationships with clients, and ensuring the growth of the company's market share in the medical equipment and non-pharmaceutical sector. This role requires a combination of technical knowledge, strong communication skills, and business acumen to achieve sales targets.

Key Responsibilities

1. Sales & Business Development
 - Identify and target potential clients and customers.
 - Promote and sell medical equipment and non-pharmaceutical products to hospitals, pharmacies, and other healthcare providers.
 - Negotiate contracts and pricing agreements in line with company policies.
 - Meet or exceed sales targets and Key Performance Indicators set by the management inline with our business building blocks.
2. Customer Relationship Management
 - Maintain regular contact with clients and provide timely responses to inquiries.
 - Build and sustain long-term partnerships with key stakeholders in the medical industry and influencers.
 - Conduct follow-ups to ensure customer satisfaction and resolve any issues.
3. Product Knowledge & Training
 - Stay updated on the latest medical technologies and non-pharmaceutical products.
 - Conduct product demonstrations and training for customers and healthcare professionals and participate in CMEs
 - Provide technical support and troubleshooting assistance as required.
4. Market Intelligence & Reporting
 - Monitor market trends, competitor activities, and customer needs.

- Provide management with regular reports on sales performance, customer feedback, and industry developments.
- Recommend strategic initiatives to enhance sales and customer engagement.

Qualifications & Experience

- Bachelor's degree.
- 3+ years of experience in sales within the medical equipment or healthcare industry.
- Proven track record of meeting and exceeding sales targets.
- Strong understanding of medical equipment and non-pharmaceutical products.
- Excellent communication, negotiation, and presentation skills.
- Ability to travel within assigned territory as required.

Key Competencies

- Strong interpersonal and relationship-building skills.
- Customer-focused mindset with problem-solving abilities.
- Self-motivated and results driven.
- Ability to work independently and as part of a team.
- Proficiency in CRM software and Microsoft Office Suite.
- Good communication skills.
- Problem solving skills.

Reporting & Performance Evaluation

- Reports to the Commercial and Business Development Manager
- Performance will be assessed based on sales targets, client acquisition, and customer satisfaction metrics.
- Regular performance reviews will be conducted to align goals with company objectives.

Employment Details

- Job Type: Full-time/ Fixed Term Contract.
- Compensation: Base salary + commission structure.
- Additional benefits as per company policy (e.g., medical insurance, travel allowances, bonuses).

Application:

Qualified applicants are encouraged to apply through the link by 21st February 2025