

Job Title :	Showroom sales representative
Department:	Sales
Reporting To:	Commercial Sales & Market Expansion Manager
Supervises:	
Duty Station:	Kisumu showroom
Salary Range	Ksh 60,000-70,000

Role Purpose

The showroom Sales Representative is responsible for driving sales growth for MQG's Pillar 2 (Consumables & Showroom) portfolio by combining technical knowledge with strong customer engagement and commercial acumen.

The role supports clients throughout the sales cycle, from need identification and product demonstration to order processing and coordinating after-sales support. It ensures high-quality customer experience while generating insights that shape MQG's product strategy and market expansion efforts.

Key Responsibilities

1. Sales & Customer Engagement

- Welcome and guide walk-in customers through the showroom, showcasing them the products that are available in the showroom and mentioning what is in Nairobi and ensuring the leaflets are issued.
- Conduct professional product demonstrations for various medical equipment's with the help of the biomedical engineer.
- Use a consultative approach to understand clinical workflows, patient volumes, and budget constraints; propose tailored product bundles and payment options where applicable.
- Prepare and present quotations, proposals, and product comparisons; follow up to close sales within agreed timelines.
- Upsell complementary products and service plans (maintenance, calibration, operator training, consumables).

2. Product & Technical Knowledge

- Maintain up-to-date knowledge of product specifications, safety features, compatibility, and accessories.
- Clearly explain device indications, contraindications, and basic troubleshooting; escalate complex technical issues to biomedical/service teams.
- Ensure accurate display labelling, price tags, and availability information; coordinate with inventory teams to manage stock and demo units.

3. Documentation & Compliance

- Process sales orders, invoices, and receipts accurately in the CRM system.
- Maintain records of demos, trials, installations, and customer signoffs; ensure documentation of after-sales commitments.
- Adhere to all applicable medical device regulations and company SOPs for demonstrations, user training, and handover

4. Showroom Operations & Merchandising

- Maintain a clean, safe, and professional showroom environment; ensure demo equipment is functional, calibrated, and ready.
- Create engaging product displays, brochures, and arrangement of items.

- Gather customer feedback and market intelligence on competitors, pricing, and new product trends.

5. Collaboration & After-Sales

- Coordinate with biomedical teams for installations, preventive maintenance schedules, and post-installation training.
- Support key account managers and tender teams with showroom-based trials, demonstrations, dispatch and installation after closing sales.

Qualifications and Experience

- Diploma or Degree in Sales and Marketing, Biomedical Engineering, or related technical field is an added advantage.
- Minimum 2–3 years of experience in technical sales or biomedical engineering within a healthcare or medical devices context.
- Strong ability to interpret technical specifications, communicate effectively to customers and translate them into customer solutions.
- Familiarity with medical infrastructure, oxygen systems, and related technologies preferred.
- Proficiency in MS Office and CRM or ERP systems.
- Valid driving licence and willingness to travel regionally.

Competencies

- **Technical Expertise:** Understands medical equipment and consumables; able to explain technical concepts clearly.
- **Sales Acumen:** Uses consultative, solution-based selling to identify and close opportunities.
- **Customer Focus:** Builds trust through responsiveness, professionalism, and reliable follow-up.
- **Market Awareness:** Stays updated on trends, competitors, and new technologies.
- **Analytical Thinking:** Interprets customer and market data to support decisions.
- **Communication:** Clear, persuasive communicator with technical and non-technical audiences.
- **Integrity:** Adheres to ethical and transparent business practices.
- **Collaboration:** Works well across sales, operations, finance, and technical teams.
- **Adaptability:** Thrives in a fast-paced, evolving commercial environment.
- **Results Orientation:** Consistently delivers against sales targets and customer satisfaction expectations.

Safeguarding and Data Protection Statement

MQG is committed to safeguarding the welfare of all individuals it interacts with and ensuring compliance with Kenya’s Data Protection Act (2019). Staff are expected to uphold the highest standards of professional conduct, protecting both physical and digital information entrusted to them, and to report any safeguarding or data protection concerns immediately.

SIGN OFF

	Name	Signature	Date
Job Holder			
Supervisor			