

Job Title :	Commercial Sales Representative
Department:	Sales
Reporting To:	Commercial Sales & Market Expansion Manager
Supervises:	
Duty Station:	Western Region (with regional field travel)
Salary Range	Ksh 100,000-130,000

Role Purpose

The Commercial Sales Representative is responsible for driving sales growth for MQG's Pillar 1 (Products & Equipment) and 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 and Business Development

- Identify, pursue and close new business opportunities across assigned regions and customer segments.
- Promote MQG's portfolio of equipment and consumables, ensuring customers understand product features, applications, and value.
- Prepare and follow up on quotations, proposals, and tender submissions in collaboration with the Commercial and Finance teams.
- Conduct field visits, showroom demonstrations, and technical presentations to drive lead conversion in conjunction with the biomedical engineer.
- Contribute to revenue growth through solution-based selling and customer engagement with decision-makers at hospitals, clinics, NGOs, wholesalers, and institutional buyers.
- Track market trends, competitor activities, and client needs to inform business planning.
- Meet or exceed sales targets.

2. Technical Product Support (Pre-Sales & First-Line Support)

- Provide pre-sales technical guidance to customers, including product specification reviews and site-readiness discussions in conjunction with the biomedical engineer.
- Coordinate installation schedules, commissioning, and calibration of medical and oxygen equipment with the Operations & Biomedical Engineering teams.
- Provide first-line troubleshooting (non-invasive checks); escalate technical issues to Biomedical Engineers.
- Maintain accurate documentation of customer feedback forms, site assessments, product delivery and installation.
- Conduct user training for healthcare professionals and facility teams on the safe use and maintenance of MQG equipment.

3. Customer Relationship Management

- Maintain strong, long-term relationships with clients through regular engagement and responsive support.
- Conduct post-sale follow-up to ensure customer satisfaction and identify cross-selling opportunities.

- Capture customer feedback, product performance insights, and unmet needs for continuous improvement.
- Maintain accurate and timely records of customer interactions in the CRM system.
- Support credit control by monitoring customer payment status and flagging risks to the Commercial Sales Manager and Finance.
- Serve as a trusted advisor by matching technical solutions to operational and clinical needs.
- Collaborate with HQ teams to ensure seamless order processing, delivery, and after-sales service.
- Provide structured feedback to management to guide service improvements, innovation, and sourcing decisions.
- Identify opportunities for product customization or service enhancements to increase client satisfaction.

4. Market Intelligence & Product Insights

- Monitor competitor activity, emerging technologies, product innovations, regulatory changes, pricing trends, and market dynamics to inform business strategy.
- Identify new product opportunities and provide field-level insights to the Commercial and Technical Solutions teams.
- Support product evaluations or demonstrations as requested by management.
- Gather intelligence on customer procurement cycles and upcoming tenders, new products, suppliers, and service models relevant to MQG's growth.
- Share insights with the Sales, Technical, and Innovation teams to support new product development and diversification.

5. Reporting & Documentation

- Prepare weekly and monthly sales reports, pipeline updates, and regional activity summaries.
- Maintain up-to-date CRM entries (leads, opportunities, quotations, won/lost reasons, customer interactions).
- Support forecasting and business planning by providing accurate and timely field data.

6. Cross-Functional Collaboration

- Work closely with the Commercial Sales manager to align sales activities with company strategies.
- Coordinate with Procurement on product availability, lead times, and stock requirements.
- Participate in exhibitions, trade fairs, product launches, and marketing events to strengthen MQG's brand visibility.

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 license 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			