

# Cameroon Jobs Expertini®

## Area Business Manager, Obala (Bilingual)

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Company: Sun King

Location: Cameroon

Category: other-general

**Location :** Obala (Cameroon)

**The Team you would join:**The EasyBuy Direct Sales team is the market facing arm of Sun King's pay-as-you-go (PAYG) direct to consumer sales business. The Easy Buy Direct Sales team is in charge of recruiting, managing, and overseeing the company's network of thousands of commission sales agents, called "Energy Officers" that promote and sell Sun King's PAYG solar solutions and provide customer ongoing service in their local territories. Through the EasyBuy PAYG solar business model, customers can purchase a Sun King solar home solution by making a small down-payment up front and paying the remaining balance through a series of installments over a period of time. **About the Role:**

The Area Business Manager will drive sales, collections and distribution operations in the area they are assigned for the direct distribution of Sun King Solar products sold on Pay-As-You-Basis (also called and recognized as "EasyBuy" Business unit) through a network of agents called as "Energy Officer". The Area Business Manager is ultimately accountable for generating sales, ensuring collections are timely and accurate and keeping the entire Direct Distribution growing rapidly in a sustainable manager. Department EasyBuy Direct Sales Employment Type Permanent - Full Time Location Cameroon Workplace type Onsite Reporting To Sales Leader, Cameroon

**What you would be expected to do:**

**Hire & retain Energy Officers:** Hire, train and maintain a team of at least 40 Sun King Energy Officers in the area. Use multiple avenues for finding the right talent to sell Sun King

EasyBuy products with the help of village influencers such as the village heads, teachers, religious heads, doctors, farmers and others, as applicable. Create a reputation and goodwill for the mission of Sun King to provide clean, affordable and reliable source of energy in their areas.

**Training of Energy Officers** : Provide training to the Energy Officers on several aspects of the business such as sales, collections, product, technical, inventory and logistics related. Ensure that they are fully supervised in the best professional manner demonstrating highest levels of integrity, ethics and professionalism while dealing with customers.

**Provide role clarity to Energy Officers** : Provide complete clarity to Energy Officers related to their day to day tasks, sales & collections plans, routes and targets. This includes, ensuring Energy Officers have sales route/area to sell in, they know on how to demonstrate and sell Sun King products, they have the confidence to be able to present and resolve basic customer queries on the spot and they have access to Area Business Manager at all times in case of questions and concerns.

**Daily field visits:** Have a weekly touchpoint with every Energy Officer in your area – either through in-person meetings, making a sale to the customer in your area or having a call. Resolve all possible issues faced by the Energy Officers and report them to your Regional Business Manager, every week. Ensure that first 5 sales of each Energy Officer is done along with the Area Business Manager in the area, by each Energy Officer to ensure that the core sales and collection process is fully understood by each Energy Officer.

**Work with Energy Officers:** Conduct joint field work with a group of Energy Officers to provide sales and collection training on a weekly basis and drive EO engagement. This includes doing night activations, market activations, visiting local communities and gatherings , Self Help groups, retail centers and markets to make group sales.

**Exceed your sales & collections targets** : Meet or exceed sales and collection targets established on 2nd of every month by your Regional Business Manager. Provide daily, weekly updates on sales, EO recruitments, Customer issues and resolutions, in alignment with your Regional Business Manager.

**Drive robust field sales processes** : Review collection progress with your Energy Officers daily and provide adequate training to them on driving better collections in your areas. This

includes, customer and area profiling, ensuring regular and timely collection follow-ups, resolving customer issues to ensure they make payments and ultimately repossessing the systems as a last recourse in case the customer defaults.

**Remain externally focused** Keep an eye on companies selling similar products within your area and ensure you take adequate measures to protect and grow our business from pressures. Pre-inform your management team and take measures to ensure Sun King remains a paramount brand name in Solar products for your area.

**Resolve customer issues** : Provide world-class customer service to your customers as it relates to product delivery, training on how to use and make payments, installation, after sales warranty issues. Ensure that you work with your Energy Officers to establish clear expectations and processes to resolve all customer issues within 24 hours.

**Control Marketing & Other spend:** Provide adequate marketing materials & equipment (such as smartphones) necessary to all your Energy Officers. Ensure we get maximum return on investment for all the costs we incur in areas of marketing, supply chain, store maintenance and smartphone issuance.

**Review meetings with Energy Officers:** Conduct weekly table meetings with Energy Officers and ensure that you have RBM present in those meetings to resolve any outstanding customers or EO issues. Coordinate, plan and organize the meeting to have maximum attendance and progress. Recognize outstanding performers from time to time and ensure the motivation of Energy Officers is maintained at an all-time high.

**Grow Retail presence:** Ensure the retail network in your Area grows with the help of an Area Retail Coordinator, hired under you. Ensure all retail related activities are followed per process and the base of high-selling retailer grows exponentially within your area of operation.

**You might be a strong candidate if you have:**

Have a degree in a Business-related field OR equivalent and at least 3 years hands on experience in B2C Sales.

Have excellent Computer knowledge with comprehensive knowledge of Excel and PowerPoint.

Are based in Cameroon and are familiar with the town or city in which the job is located

Obala)

Are able to speak English and French

Has extensive Customer Care experience

Have high innovative skills, thinking out of the box, cost conscious

Are excellently skilled in Planning, Organizing, Prioritizing, maximizing value and see the big picture

Are able to skillfully builds relations, works on internal & external relationships

Listen well, coach others and are disciplined in their learning practice

Have Operation Excellence (Keeps promise, seeks to be informed and gives excellent Customer Satisfaction.

### **What we offer:**

A platform for professional growth in a rapidly expanding, high-impact sector.

Immerse in a collaborative culture, energized by employees of Sun King who are collectively motivated by fostering a transformative, sustainable venture.

A genuinely global environment: Engage and learn alongside a diverse group from varied geographies and backgrounds.

Tailored learning pathways through the Sun King Center for Leadership to elevate your leadership and managerial capabilities.

### **About Sun King**

Sun King is the world's largest off-grid solar energy company with cutting-edge product design, pioneering fintech and a grassroots installation model that provides energy to the 1.8 billion consumers across Africa and Asia who lack access to reliable electricity. Founded in 2007, Sun King sets the gold standard for off-grid solar performance and design as part of its mission: powering access to brighter lives. Sun King's 2,500+ staff and 23,000 field agents serve 100 million product users based in 65 countries around the world. With direct-to-consumer sales active in 11 countries, Sun King is growing rapidly. Every month, we equip 330,000 homes and businesses with power and light. The needs of energy consumers in

Africa and Asia are diverse. From cost-effective and durable lamps to powerful home and business energy systems as well as modern entertainment and energy storage systems, Sun King's broad array of products unlock a higher quality of life. Whether devising safe and environmentally friendly electric-powered cookers or exploring the future of pay-as-you-go mobility and vehicles in Africa to concocting ever-more-powerful solar energy solutions, Sun King's technology team nurtures and devises scalable, inventive solutions to pressing global challenges. Sun King's innovative pay-as-you-go financing model dismantles the upfront cost burden that blocks low-income households from transitioning from polluting and harmful kerosene fuels and gas generators to clean, affordable and green solar energy. Sun King customers can purchase products using the company's technology-enabled, pay-as-you-go "Easy Buy" financing service, which breaks payments down into regular, affordable instalments. These payments can be made via mobile money for as little as \$0.15 a day. After one to two years of payments, customers own their solar equipment outright. Though united by a commitment to serving underserved off-grid families, Sun King comprises a broad, inclusive group of individuals working across 11 countries. Sun King's world-class roster of product designers, data scientists, logistics experts, customer service professionals, operations gurus and marketing and communications strategists work together to devise solutions to the complicated and multidimensional challenges of energy access, climate action and social inclusion. Across the diverse countries where we operate and work, we build awareness of diversity and promote equity. Sun King is committed to gender equality in the workplace. Women represent 47% of Sun King's workforce.

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