



Our client is one the European Leader in the distribution of products and equipment for enterprises and local authorities. The company provides a broad range of high-quality products and services to its customers and helps them to reduce the time spent on non-strategic purchases (supplies, equipment, etc.). The company has acquired a detailed understanding of user needs and has now offered innovative product and services worldwide through an original sales model. It now wants to develop African Markets.

Business Development Role_ Free Lance- Revenues based on Success – Based AKKRA (GHANA)

The Business Developer **is** responsible for boosting the sales of companies' products and services in priority market segments in his/her designated sales territory with the support of the European Headquarter.

He/She will be in charge of the following activities:

- Prospect each target market and build relationships with key prospect and significant organizations in each target segment
- Know each segment by continuous monitoring and market analysis: Info on competitors, Market value estimations per product line, Market price analysis, Current and upcoming projects, ...
- Define, propose, and implement his/ her marketing & sales Plans in his/her designated sales territory in order to maximise the orders volume and margins for various sectors (sector review, objectives and means, sector action plans)
- Actively follow up major corporate account and organizations and engage with all parties involved
- Collaborate and communicate permanently with African Sales Director to follow up sales process, secure the closing and optimize sales efficiency, logistics and assist in resolving payment issues if any.
- Provide accurate forecast for each market/customer and report regularly according to procedure

The retained candidates should meet the following criteria and are strongly motivated for a collaboration with a Leading European multichannel distributor in a Business development and entrepreneurial role:

- Degree/Diploma in Business Management preferred
- Strong prospecting, sales & negotiation skills
- Proved sales experience required.
- Experience in selling to corporate accounts appreciated.
- Knowledge of Ghanaian main industries and ecosystems appreciated.
- Languages: English is imperative, other languages are considered a plus.
- Key required personal attributes: Entrepreneurial profile, Pro Active, excellent selling skills, Ability to work independently and to communicate with people at all levels, excellent interpersonal skills, strong business acumen, decent and professional appearance,

Conditions of work: Spending an average of 50 to 70% of his / her time per month visiting customers / new prospects within the concerned perimeter will be asked. Accepting the logics of success fee-based remuneration and independent status is essential.

Remuneration: The attractive and are designed to attract the best Sales Entrepreneurs

Elecio Consulting advises organizations for the new world economies and bring them customized solutions in consulting, training and recruiting.

We help our clients on the following axis:

- Attracting and retaining best talents
- Increasing company performance and developing key people
- Implementing offshoring and international development strategies

We serve industry leaders in IT services & telecoms, Energy, Banking, Services (audit, consulting...)

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