



Sales Associate - Buyer Facing Job Description

About Us

Recognizing that buying and selling cars in Sub-Saharan Africa is a fraught process, Peach Cars was founded to radically improve the customer experience with buyers and sellers. Peach is currently revolutionizing car ownership in Kenya through its marketplace purpose-built to connect buyers and sellers of used cars combined with dramatically improved customer experience.

Role Description

The Sales Associate - Buyer Facing role at Peach Cars specializing in selling vehicles to interested buyers. You will ensure that you are delivering an excellent customer experience to our potential buyers. You will need to have a strong understanding of vehicles and the market in Kenya. This will support your ability to support buyers in finding a vehicle that meets their needs.

This is a customer facing role - as such the successful candidate must resonate with our values of Ownership, Respect, Challenge and Transparency. This role requires exceptional communication and negotiation skills, as well as the ability to build and maintain strong relationships with our team and customer alike.

Roles and responsibilities

Car Sales

- The Sales Associate will negotiate and close on car sales with clients. In order to do this the individual should: understand customer needs, educate clients on our various products and services and advise clients on what best suits their needs. In addition to this the individual will be required to convert potential leads into active customers.
 - **Result:** High customer satisfaction; knowledge of vehicles; and hit monthly sales targets
- The individual will be responsible for collecting data and feeding it into the various trackers/ CRM and information banks provided by the company.
 - **Result:** Data is collected in trackers in an accurate and timely manner
- The individual will be required to collaborate not only with the sales team to increase the sales and the growth of the company, but also with other teams such as Finance, Inspections, Product, Customer Experience and Marketing.
 - **Result:** Strong collaboration across teams

Relationship Management

The Sales Associate will be required to build and maintain trusting relationships with customers throughout their journey at Peach. Your key responsibilities here are:

- Approach potential customers and build a trusting relationship with them
- Understand customer needs and develop plans to address them
- Resolve customer complaints quickly and effectively
- Own all customer communication and proactively share information with them
- Aim to preserve customers by upselling and cross selling our products/ services with assistance from the customer experience and car care team

Result: Strong customer relationships; active & transparent communication with clients; strong take rates on vehicles.

Requirements

- Bachelor's degree in Business, Marketing, or a related field.
- Possess strong communication skills (both verbal and written)
- Have strong relationship building, networking and negotiation skills
- Have a deep understanding of the industry and the competitive landscape
- Be a good collaborator and work well with internal and external teams

Peach Benefits

- Competitive Salary
- Health insurance cover

Peach Core Values

Peach Cars is a values-driven organization. If you are interested in this role, please be prepared to speak to the following values, including how you understand them and would put them into practice in your efforts day-to-day.

- Ownership ~ Complete work is the expectation; going above and beyond is who we are and what we do
- Respect ~ Communication is key and this is always done in a respectful manner, no matter how difficult; as a team, we may disagree but we commit
- Challenge ~ As a company, we are anti comfort zones; Peach is a place for learning and growth

Join Our Team:

Please write to careers@peach-technology.com with the title, "**Sales Associate - Buyer _Your Name**" with an attached CV and an answer to the following question in 300 words or less: *Describe your sales process to us. From the first point of contact to closing a sale.*

Peach Cars is an equal opportunity employer and welcomes applications from individuals of all backgrounds. We value diversity and inclusion in our workplace.