



## Sales Associate

### About Peach:

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At Peach, our mission is to revolutionize car ownership across Sub-Saharan Africa by transforming the way people buy, sell, and maintain cars. We're building a dynamic marketplace powered by innovative technology, a customer-centric culture, and a commitment to fair business practices. Our vision is to create a seamless and accessible car ownership experience that makes vehicles more affordable, reliable, and sustainable for everyone.

Peach is on a bold path to becoming the largest car marketplace in Kenya, with the ambitious goal of selling 100 cars a month by the end of 2024. But we're not stopping there. We aspire to be Kenya's ultimate one-stop shop for all things cars, offering everything from vehicle sales and maintenance to financing solutions — all delivered the Peach way: trust, transparency, and customer-focused.

By continually pushing the boundaries of what's possible, we aim to reshape the car ownership experience in Kenya and Sub-Saharan Africa, making it easier, smarter, and more inclusive for every driver. Join us on our journey to change the way Africa drives.

### About the Role:

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Business unit	Sales
Job Level	Associate [ <i>entry level</i> ]
Reporting to	Branch Sales Manager
Key relationships and contacts	Collaboration with Fleet, Customer Success, and Inspection teams
Work Location	Nairobi
Tenure and nature of employment	Fixed term contract, full-time

### Job Overview:

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The Sales Associate at Peach drives car sales by understanding customer needs and offering expert guidance. Success in this role requires strong negotiation, customer relationship building, collaboration skills, and knowledge of the car industry.



The individual will focus on ensuring customer satisfaction and accurate data management using available tools while meeting and exceeding sales targets.

As a customer-facing position, the role necessitates the ability to build multi-level trust and maintain transparency at all customer touchpoints. If this sounds like you, we are super excited to hear from you!

### **Duties and Responsibilities:**

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Specifically, the Sales Associate at Peach can expect to undertake the below listed tasks and activities:

#### ***1. Understand and address customer needs, educate them on available products and services, and successfully negotiate and close car sales.***

- a. Conduct thorough needs assessments with customers to understand their preferences and requirements;
- b. Present vehicles, highlighting features that align with customer needs;
- c. Negotiate pricing, financing options, and trade-ins where applicable;
- d. Manage the sales process from initial contact to closing the sale and ensure a smooth transition for the customer in line with company standard operating processes and policies;

#### ***2. Build and maintain strong relationships with customers throughout their journey including resolving complaints and providing proactive communication.***

- a. Reach out to potential customers through follow-up calls, emails, WhatsApp to nurture relationships and follow up on inquiries;
- b. Address customer inquiries and concerns promptly and effectively while escalating where required;
- c. Schedule and conduct test drives while maintaining a positive experience for all customers;
- d. Maintain regular communication to update customers on deal cars, offers, and promotions;

#### ***3. Collect and accurately input data into trackers and CRM systems in a timely manner to support sales activities and decisions.***

- a. Input customer information and sales data into CRM systems accurately and on time;
- b. Update records to reflect customer interactions, inquiries, and sales progress;
- c. Monitor and report on sales metrics and data to track leads, follow-up schedules, and performance;



**4. Work effectively with internal teams, including but not limited to Inspections, Fleet, and Customer Experience to promote sales growth and enhance Peach's overall performance.**

- a. Attend regular team meetings to discuss sales strategies and share best practices;
- b. Collaborate with the Finance team to provide accurate and complete information relating to customer payments and receivables;
- c. Work with the Inspections and Fleet teams to ensure timely and accurate inspection reports and car movements respectively;
- d. Partner with Customer Success and Marketing teams to ensure timely follow-up and pipelining of all leads generated;

**5. Maintain a deep understanding of the automotive industry and competitive landscape to effectively advise customers and meet sales targets**

- a. Engage in continuous training and learning programs about the features, specifications, and benefits of vehicles in the Peach Cars pipeline;
- b. Build relationships with industry professionals i.e. sales and buyer professionals;
- c. Attend automotive bazaars and other events to build networks and learn about the automotive industry;

**Knowledge and Experience:**

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**Educational Background:** A Bachelor's degree in Business, Marketing, or a related field is preferred;

**Industry Experience:** A minimum of 1 year experience in automotive sales or a related field is preferred. However, a background in retail sales or customer experience can be beneficial for developing pertinent skills;

**Communication Skills:** Proficient in both verbal and written communication for effective customer interaction and the ability to present information clearly and persuasively to customers.

**Data Management:** Proficiency in using CRM systems and other sales tools for tracking customer interactions and managing leads.

**Customer Relationship Management:** Skills in building and maintaining strong customer relationships including handling inquiries and complaints in a busy environment.

**Sales Techniques:** Proven experience with sales strategies and techniques including upselling and cross-selling across various sales channels such as online sales, direct sales, telesales, and lead generation tactics.

**Negotiation Skills:** Strong negotiation abilities to manage pricing discussions and trade-in values with a track record of achieving or exceeding sales targets.

**Collaboration Skills:** Experience working collaboratively with cross-functional teams i.e. Customer Success, Finance, etc



### **Peach Core Values:**

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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 respectfully, 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:**

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Please write to [careers@peach-technology.com](mailto: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.