



## Sales Associate - Private Seller

### 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 [entry level]
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 - Private Seller role at Peach Cars is responsible for supporting customers in the process of selling their vehicles. This role emphasizes building strong relationships with sellers to understand their needs and ensure a seamless selling experience. Overall, the



incumbent will act as the primary contact for sellers, addressing inquiries and resolving issues; delivering excellent customer service through effective communication, and enhancing customer satisfaction throughout the selling process. This role is crucial to Peach Cars' success, as maintaining a strong supply of vehicles is essential for generating demand. It requires a commitment to positive outcomes and a dedication to fostering strong relationships with customers.

## **Duties and Responsibilities**

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

### **1. Build relationships with sellers and establish strong connections through personalized communication.**

- Establish and maintain strong relationships with sellers through personalized communication.
- Act as the primary point of contact, guiding sellers through the selling process.
- Understand the unique needs and preferences of individual sellers while addressing inquiries promptly to ensure a transparent selling experience.

### **2. Guide sellers through the selling process and act as their primary point of contact.**

- Provide step-by-step guidance tailored to meet the specific needs of sellers
- Address inquiries and offer personalized solutions throughout the selling journey.

### **3. Support car sales transactions by assisting sellers in listing their vehicles effectively.**

- Assist sellers in effectively listing their vehicles by providing pricing guidance based on current market trends.
- Coordinate negotiations and closings to ensure accurate representation, facilitating successful sales outcomes.

### **4. Enhance the seller experience and communication by clearly articulating the selling process.**

- Clearly articulate the selling process, including terms and conditions, to ensure sellers fully understand what to expect.
- Educate sellers on platform features and benefits enhancing their overall selling experience.
- Handle seller concerns and disputes promptly and effectively to maintain satisfaction.



## **5. Collaborate with internal teams to resolve any technical or operational issues that may affect sellers**

- Work collaboratively with internal teams to resolve any technical or operational issues impacting sellers.
- Provide regular reports on key performance indicators related to the vehicle selling process to track success and opportunities for improvement.

### **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;

**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.

**Account Management:** Proven experience in Account Management or Customer Success

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

### **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 - Private Seller Your Name**” with an attached CV and an answer to the following question in 300 words or less: *Your role will be to generate a healthy pipeline of private seller vehicles at Peach. Explain three different approaches that you’d use to negotiate a fair price with the seller, ensuring that the vehicle is valued accurately for the market.*

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