

Role: B2B Sales Associate

Location: Ghana, Accra

Overview:

Eneza Education is an edtech company that is on a mission to provide educational content to **50 million learners** in Africa. Currently, we have over **200,000 active learners** on our platform; we provide content via SMS, USSD and web applications. We are currently in Kenya, Ghana, Ivory Coast, Zimbabwe and Tanzania.

We have the position of a **B2B Sales Associate** available in our Ghana office and we are looking at working with individuals who have the passion and the right mindset to join us on our journey to providing low-cost access to educational content.

The B2B Sales Associate will be reporting directly to the Country Director in lead generation and closing B2B deals. The lead is responsible for selling Eneza's learning platform to corporates to drive revenue goals for Eneza at the same time placing us closer to our B2C clients.

Responsibilities:

- Identifies development potential leads by studying current business within the education industry as well as prospective industries; identifying and evaluating additional needs; analyzing opportunities.
- Initiates sales process by building relationships; qualifying potential; scheduling appointments.
- Develops sales by making initial presentations and demos; explaining product and service enhancements and additions; introducing new products and services as well as demonstrating relevant use cases
- Closes sales by building connections and robust network, overcoming objections and managing timelines and expectations; preparing contracts. Owning and managing customer success once a deal has been closed. This involves working closely with the tech, product, marketing and customer care teams
- Contributes information to sales strategies by evaluating current product results; identifying needs to be filled; monitoring competitive products; analyzing and relaying customer reactions.
- Continuously create and implement brand strategies
- Consistently follow up with all sales and marketing team members, keeping them accountable to marketing goals during a given time period.
- Creating and experimenting with strategic new sales and marketing mediums.
- Working to meet sales targets set by the country director. Providing recommendations on strategies to meeting set targets after reviewing trends, data and projections.
- Working with required CRM tools as determined by Eneza tracking leads, deals and sales stages at every point in time.

Skills:

- Ability to generate an average of **\$157,000 in sales revenue** on an annual basis closing at least **2 deals within a space of 7 months.**
- Ability to work with any CRMs tracking leads and deals
- Ability to prioritize and work across multiple campaigns simultaneously while also being asked to lead specific marketing campaigns if necessary
- Must maintain professional appearance at all times
- Can effectively communicate with both business and technical teams
- Excellent communication skills, both verbal and written
- Strong Analytical and technical skills
- Strong organizational skills and ability to prioritize
- Ability to work in fast paced environment
- Detail oriented and not letting tasks fall within the cracks
- Ability to work independently and within a team environment
- Effective decision making skills
- Proficient with Microsoft Office (Word and Excel)

*****Starting annual salary is GHS 36,120 (gross), commission of 4% - 5%**

To apply for this post, [click on this link](#). For inquiries, email: rudolph@enezaeducation.com