

# Mozambique Jobs Expertini®

## Regional Business Manager

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Company: Sun King

Location: Mozambique

Category: other-general

Location: Nampula, Mozambique

### The team you would join:

The EasyBuy Direct Sales team is the market facing arm of Sun King's pay-as-you-go (PAYG) direct to consumer sales business. The Easy Buy Direct Sales team is accountable for recruiting, managing, and guiding the company's network of thousands of commission sales agents, called Energy Officers that promote and sell Sun King's PAYG solar solutions and provide customer ongoing service in their local territories. Sales leaders on Sun King's EasyBuy Direct sales team are accountable for ensuring the company meets its sales, collections, and repayment targets and for providing fair, respectful, customer-centered service to Sun King customers. Through the EasyBuy PAYG solar business model, customers can purchase a Sun King solar home solution by making a small down-payment up front and paying the remaining balance through a series of installments over a pre-agreed period of time.

**About the role:**

The Regional Business Manager will guide sales, collections and entire business operations in the region they are assigned to for the direct distribution of Sun King Solar products sold on a Pay-As-You-Go basis (also called and recognized as the EasyBuy Business unit). This is done through an extensive network of agents called "Field Sales Executives" who visit door-to-door and sell. EasyBuy technology and services allow customers to purchase units by paying for their Solar products in small instalments, thus ensuring they are highly affordable for off-grid or rural customers. The Regional Business Manager is ultimately

accountable for generating sales, ensuring collections are timely and accurate and keeping the entire direct distribution network growing rapidly in a sustainable manner, with the help of his team that typically consists of Area Business Managers, Sun King Store Executives, Regional Collection Manager and Energy Officers of the region. Department EasyBuy Direct Sales Employment Type Permanent - Full Time Location Mozambique Workplace type Onsite Reporting To Country Business Leader

**What you would be expected to do:**

**Hire, retain and motivate the entire regional team for the best performance:** The Regional Business Manager's team typically consists of Area Business Managers, Sun King Executives, and Field Sales Executives (there may be some variations based on the region). The Regional Business Manager is expected to ensure they create a world-class winning team in their regions that is disciplined, process-oriented, and devoted to delivering the best customer experience.

**Training** Provide training to the Area Business Managers on several aspects of the business such as sales, collections, product, technical, inventory and logistics related. Ensure they are fully aligned and managed professionally, demonstrating the highest integrity, ethics, and professionalism while dealing with Sun King customers.

**Provide role clarity to Area Business Managers, Regional Mentors, and Sun King Store Executives:** Provide complete clarity to the regional team related to their day-to-day tasks, sales & collections plans, routes and targets. This includes ensuring that your sales team has a pre-settled sales route/area to sell in, they acknowledge how to demonstrate and sell Sun King products, they have the confidence to be able to present and resolve basic customer queries on the spot, and they have access to Regional Business Manager at all times in case of questions and concerns.

**Field visits:** Have a weekly touchpoint with every Area Business Manager and Top 10 Field Sales Executives in each area – either through in-person meetings, making a joint sale or having a call. Every week, resolve all possible issues faced by the Field Sales Executives and report them to your Regional Business Manager. Ensure that the first ten sales of each Area Business Manager are done along with the Regional Business Manager in the area and some Field Sales Executives to ensure that each Area Business Manager fully acknowledges the core sales and collection process.

**Conduct Joint Fieldwork with Area Business Managers:** Conduct joint fieldwork with Field Sales Executives to provide weekly sales and collection training and drive Field Service Executives' engagement. This includes doing night activations, market activations, visiting local communities and gatherings such as SACCOs, Self Help groups, retail centres and markets to make group sales.

**Exceed your sales & collections targets:** Meet or exceed sales and collection targets established and consented upon on the 2nd of every month with your sales supervisors. Provide daily, weekly updates on sales, Energy Officer recruitments, Customer issues and resolutions, and New Area Launch preparations as expected and aligned with your Manager.

**Drive robust field sales processes:** Review sales and collection progress with your Area Business Managers daily and provide adequate training to drive better collections in your areas. This includes customer and area profiling, ensuring regular and timely collection follow-ups, resolving customer issues to ensure they make payments, and repossessing the systems as a last recourse if the customer defaults.

**Remain externally focused** Keep an eye on the market within your region and ensure you take adequate measures to protect and grow our business from rival pressures. Engage the management team and take measures to ensure Sun King remains a paramount brand name in solar products for your area.

**Resolve customer issues:** Provide world-class assistance to your customers regarding product delivery, training on how to use and make payments, installation, and after-sales warranty issues. Ensure that you work with your Energy Officers to establish clear expectations and processes to resolve all customer issues within 24 hours.

**Control Marketing & Other spend:** Provide adequate marketing assistance & equipment (such as smartphones) necessary to all your Areas. Ensure we get maximum return on investment for all the costs we incur in areas of marketing, supply chain, store maintenance and smartphone issuance.

**Review meetings with Areas:** Ensure that Area Business Managers conduct periodic table meetings and reviews with all Energy Officers under their purview. Conduct surprise visits to field meetings and areas to ensure that the sales processes and standards observed are of the highest quality. Recognize outstanding performers from time to time and ensure the

motivation of the entire regional team is maintained at an all-time high.

**Grow Retail presence** Ensure the retail network in your Area grows with the help of an Area Retail Coordinator hired under each Area Business Managers. Ensure all retail-related activities are followed per process, and the base of high-selling retailers grows exponentially within your area of operation.

**You might be a strong candidate if you:**

Hold a Degree or Diploma in any educational background.

Have at least four years of field sales experience in the same region. Preferably having worked in Micro-Finance, Banking or Telecom field sales role.

Are passionate about working with rural, off-grid consumers and resolving their issues.

Possess Entrepreneurial Spirit, can work with minimal supervision and figure things out with innovative thinking, problem-solving skills, and presence of mind.

Are process-oriented and work style, can work without supervision and manage the area.

Very strong ability to structure problems and drive towards solutions even in ambiguous situations.

Good communication skills, ability to build and manage large Field Sales Executives teams.

Can clearly and straight to the point communicate fluently in both written and spoken English and Portuguese (Good knowledge in the local languages).

Guided by the social mission to provide energy to consumers and employment to rural communities. Should be a values oriented person.

**What we offer (in addition to compensation and statutory benefits):**

A platform for professional growth in a rapidly expanding, high-impact sector.

Immerse in a collaborative culture, energized by employees of Sun King who are collectively motivated by fostering a transformative, sustainable venture.

A genuinely global environment: Engage and learn alongside a diverse group from varied geographies and backgrounds.

Tailored learning pathways through the Sun King Center for Leadership to elevate your leadership and managerial capabilities.

## **About Sun King**

Sun King is the world's largest off-grid solar energy company with cutting-edge product design, pioneering fintech and a grassroots installation model that provides energy to the 1.8 billion consumers across Africa and Asia who lack access to reliable electricity. Founded in 2007, Sun King sets the gold standard for off-grid solar performance and design as part of its mission: powering access to brighter lives. Sun King's 2,500+ staff and 23,000 field agents serve 100 million product users based in 65 countries around the world. With direct-to-consumer sales active in 11 countries, Sun King is growing rapidly. Every month, we equip 330,000 homes and businesses with power and light. The needs of energy consumers in Africa and Asia are diverse. From cost-effective and durable lamps to powerful home and business energy systems as well as modern entertainment and energy storage systems, Sun King's broad array of products unlock a higher quality of life. Whether devising safe and environmentally friendly electric-powered cookers or exploring the future of pay-as-you-go mobility and vehicles in Africa to concocting ever-more-powerful solar energy solutions, Sun King's technology team nurtures and devises scalable, inventive solutions to pressing global challenges. Sun King's innovative pay-as-you-go financing model dismantles the upfront cost burden that blocks low-income households from transitioning from polluting and harmful kerosene fuels and gas generators to clean, affordable and green solar energy. Sun King customers can purchase products using the company's technology-enabled, pay-as-you-go "Easy Buy" financing service, which breaks payments down into regular, affordable instalments. These payments can be made via mobile money for as little as \$0.15 a day. After one to two years of payments, customers own their solar equipment outright. Though united by a commitment to serving underserved off-grid families, Sun King comprises a broad, inclusive group of individuals working across 11 countries. Sun King's world-class roster of product designers, data scientists, logistics experts, customer service professionals, operations gurus and marketing and communications strategists work together to devise solutions to the complicated and multidimensional challenges of energy access, climate action and social inclusion. Across the diverse countries where we operate and work, we build awareness of diversity and promote equity. Sun King is committed to gender equality in the workplace. Women represent 47% of Sun King's workforce.

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