

**Job Title:** Sales Executive - IT Hardware

**Location:** Kampala, Uganda

**Department:** Sales

**Reports To:** Sales Manager

### Job Overview

We are seeking a proactive and results-driven Sales Executive to join our team. In this role, you will be responsible for driving sales of IT hardware products such as servers, routers, switches, computers, storage devices, and related networking solutions. The ideal candidate will have a strong passion for technology, a knack for sales, and the ability to build and maintain strong customer relationships.

### Key Responsibilities

- **Sales Generation:**  
Actively identify and pursue new business opportunities in the IT hardware market. Focus on generating leads, converting them into sales, and growing the customer base within assigned regions or segments.
- **Product Knowledge:**  
Develop a deep understanding of the company's IT hardware products and their applications in various industries. Be prepared to demonstrate product features and benefits to clients.
- **Client Relationship Management:**  
Build, maintain, and nurture long-term relationships with customers, addressing their needs and ensuring a high level of satisfaction. Regularly follow up on existing customers to generate repeat business and referrals.
- **Sales Presentations & Negotiations:**  
Prepare and deliver persuasive sales presentations to potential clients. Negotiate terms and pricing with customers while ensuring profitability for the company.
- **Lead Generation & Market Research:**  
Conduct market research to identify new prospects. Leverage cold-calling, email campaigns, networking events, and social media to generate leads and schedule meetings.
- **Sales Targets & Reporting:**  
Achieve or exceed monthly, quarterly, and annual sales targets. Track sales progress and update the CRM system with accurate data, including customer interactions, quotes, orders, and follow-ups.
- **Customer Support:**  
Provide pre-sales and post-sales support to customers. Address any concerns or issues, coordinate with technical teams if needed, and ensure that customers are satisfied with their purchase.
- **Product Demonstrations:**  
Conduct on-site or online product demonstrations to showcase the capabilities and benefits of the IT hardware solutions to potential clients.
- **Collaboration with Team:**  
Collaborate with the sales team and management to discuss sales strategies, key accounts, and feedback from clients. Work closely with the technical team to understand product specifications and customer requirements.

**Qualifications**

- **Education:**  
bachelor's degree in business administration, Computer Science, Information Technology, or a related field. Technical certifications in IT hardware or sales would be an added advantage.
- **Experience:**  
2-4 years of experience in sales, preferably in the IT hardware, networking, or technology sector. Experience with B2B sales is highly desirable.
- **Technical Skills:**  
Strong understanding of IT hardware products, including computers, servers, networking equipment (routers, switches), storage solutions, and other related devices.
- **Sales Skills:**  
Proven track record of achieving sales targets and generating leads. Strong negotiation skills and the ability to close deals.
- **Communication:**  
Excellent verbal and written communication skills. Ability to effectively present and demonstrate products to technical and non-technical clients.
- **Customer Focus:**  
Strong customer service orientation with the ability to understand and anticipate customer needs.
- **Team Player:**  
Ability to work well within a team environment and collaborate with internal departments such as marketing and technical support.
- **Time Management:**  
Strong organizational and time management skills with the ability to prioritize tasks, manage multiple accounts, and meet deadlines.

**Key Competencies**

- Lead Generation & Prospecting
- IT Hardware Knowledge
- Relationship Building
- Sales Negotiation & Closing
- Presentation & Demonstration Skills
- Market Research & Analysis
- Customer Service & Support
- CRM Management
- Target-Oriented Sales Approach