

## Role Profile – CKL Representative

<b>Job Title:</b> CKL Representative	<b>Reports to:</b> Territory Manager
<b>Department:</b> Sales	<b>Location:</b> Field
<b>Grade:</b>	<b>Date:</b> Sept 2024

<p><b>Role Purpose</b> To sell all CKL products to ensure that the set sales objectives within a allocated areas and routes are achieved</p>
<p><b>Role Context</b></p> <ul style="list-style-type: none"> <li>• Growth of new products and existing Range in Animal Health</li> <li>• Competitors intelligence in allocated regions</li> <li>• Maintaining CKL Brand leadership</li> </ul>
<p><b>Role Dimensions</b></p> <ul style="list-style-type: none"> <li>• Sales area radius of about 70 KMs</li> <li>• About 1000 farmers</li> <li>• 100 stockists</li> <li>• Work within a sales expense budget to optimum efficiency.</li> <li>• Ride the motorbike</li> </ul>

### Key Responsibilities and Performance Measures

Key Responsibilities	% of Time	Performance Measurement Criteria to Meet Objectives
Achieve sales budget of the month by implementing CKL strategy Provide technical advice and advise the customer on product usage Conduct demos	50	Achievement of monthly and annual sales outwards budget
Defend the core : achieve monthly sales budget of core products for assigned routes	10	Achievement of set targets for the core
Diversify the business – Agro budget achievement – Non-traditional product distribution.	10	Achievement of set Agro budgets Achievement of set budget for the top 7 products in the territory Sales to customers in non-traditional area
Deepen customer intimacy – Service 100 stockists and 10 per day – Service 1000 farms – Develop and maintain a clear detailed customers' database – Acquire and recruit at least 4 customers per month. – Monitor the efficiency all communications to the trade.	10	Report in the system in place 10 visits per day made to customers Annual customer data base growth of minimum 60 Merchandising standards of 3 and above in all territorial outlets No report of non-communication of information from HQ to trade
Drive productivity – Service 10 customers a day	10	System report of serviced customers

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Key Responsibilities	% of Time	Performance Measurement Criteria to Meet Objectives
<p><b>Productivity, Performance and Personal Development</b></p> <p>Deliver performance objectives set. Institute immediate corrective action where performance is below par.</p> <p>Proactively manage own learning and development</p> <p>Adhere to annual leave plan agreed with line manager</p> <p>Update personal job knowledge by participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional and industry events, meetings and forums.</p> <p>Adhere to HR policies in the management of employees and maintain a conducive working environment.</p>		<p>Performance rating = meets expectations</p> <p>Product and process knowledge – average rating of 95%</p> <p>Adherence to approved leave plan.</p> <p>Adherence to HR policies and procedures</p>
<p><b>Financial Management</b></p> <p>Manage activities within approved limits.</p>		<p>100% adherence to approved budgets.</p>
<p><b>Risk Mitigation, Compliance &amp; Audit</b></p> <p>Adhere and comply with the cGMP, policies, procedures and statutory guidelines.</p> <p>Consistently perform tasks as per documented procedures and within agreed turnaround times and SLAs</p> <p>Close gaps/lapses identified; undertake corrective and preventative actions identified by audits, compliance reviews; investigations or any other assessment mechanisms within the agreed time lines.</p>		<p>Audit, Compliance and Risk Rating = Acceptable</p> <p>GMP certification by local &amp; international regulators</p> <p>100% adherence to policies, procedures and statutory guidelines.</p> <p>Nil fines and/or penalties due to non-compliance</p> <p>Audit issues closed within the quarter of identification, or within the agreed time-frames, whichever is shorter.</p> <p>Nil repeat findings</p>
<p><b>Reporting</b></p> <p>Prepare and submit reports to the relevant stakeholders within agreed format and timelines (daily, weekly, monthly, quarterly).</p> <p>Present reports that facilitate informed and sound decision-making. Trends, insights and concerns with recommendations clearly elaborated.</p>		<p>Timely, accurate, relevant reports presented in the agreed format, circulated to respective audiences as per timelines given (daily, weekly, monthly, quarterly, semi-annually and annual).</p>

### Decision Making Responsibility

*What decision/s is the position holder empowered to make based on the key result areas of the position? What is their specific role i.e. recommending, making inputs, providing information, deciding etc. Also, indicate the extent of the impact of the decisions made. This is direct impact.*

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- Provide Market intelligence
- Provide information on performance of the SBP

### Planning, Projects and Process Management

<b>Process Management</b>	
<i>Type of Processes</i>	<i>Nature of Responsibility</i>
Stocks monitoring at the trade	Routine check of range stocking by Stockists Regular trade audits to check on SBP service and CKL personnel coverage

### Knowledge, Skill and Competence

**Minimum Knowledge, Skills, Qualifications and Experience required for this Role.** *e.g. Degree, Diploma, HND, Certificate etc. Experience required: outline the duration and type of experience e.g. 3 years' experience in accounts payable doing supplier reconciliation's, payments etc.*

- Degree or Diploma in Animal Health/BVET
- Motorcycle/Driving licence a must
- Product knowledge
- Good interpersonal skills
- Clear communication skills
- Industry knowledge
- 2 years' sales experience

**Competencies Required for this Role**

- Integrity
- Self-Motivated
- Team player
- Energetic and flexible
- Positive attitude
- Passionate

**IT Knowledge required in the role:** *indicate the applications, operating systems, information systems etc. that the position holder needs to be competent in to perform in the role. Indicate whether the knowledge required is basic, intermediary or advanced.*

- Certificate level ICT in operating systems