

PESAPAP DIGITAL SALES REPRESENTATIVES- PPD/10/2026

REPORTING TO: GENERAL MANAGER PESAPAP DIGITAL LTD

Job Purpose: The Sales & Training officer will be responsible for supporting sales growth, client acquisition and product adoption for PESAPAP Digital Limited's fintech and enterprise technology solutions.

The role will combine sales execution and product training responsibilities, ensuring clients understand, adopt and effectively utilize the company's digital solutions. The role holder will engage prospective clients, support product demonstrations, coordinate onboarding and deliver structured training programs to ensure successful implementation and utilization of the company's software products and SaaS platforms.

The position will play a critical role in strengthening customer relationships, product awareness and solution adoption across multiple industries.

Key Responsibilities:

- Identify and pursue sales opportunities for PESAPAP Digital Limited's enterprise software solutions.
- Build and maintain relationships with prospective and existing clients across multiple sectors.
- Conduct product demonstrations and presentations to prospective clients.
- Support marketing initiatives aimed at promoting product awareness
- Conduct structured training sessions for clients and users on system functionality and usage.
- Develop training materials including user manuals, training guides and product documentation.
- Support client onboarding processes during solution implementation.
- Ensure clients fully understand system features and operational processes.
- Maintain strong relationships with enterprise clients and stakeholders.
- Provide ongoing support and guidance to clients on system usage and enhancements.
- Gather client feedback to support product improvement and service delivery.
- Track and report on sales activities, customer engagements and training outcomes.
- Maintain records of client training sessions and system adoption metrics.
- Provide insights to management on market trends and customer needs
- Assist in negotiating and closing sales opportunities.
- Maintain an updated sales pipeline and support revenue generation efforts.
- Any other official duty as may be assigned by management

Qualifications & Experience:

- Bachelor's Degree in Marketing, Business Administration, Information Technology, Business Information Systems or related field.
- Professional Certifications (Desirable)
- Sales and marketing certifications
- Digital marketing certifications
- Customer relationship management (CRM) certifications
- Training facilitation or instructional design certifications
- Fintech or digital banking related training

Key Competencies:

- Minimum 2 years' experience in sales, client engagement, training or business development roles.
- Experience promoting or selling technology products, enterprise software or SaaS solutions will be an added advantage.
- Experience conducting client training sessions and product demonstrations.
- Experience working in fintech, banking technology or enterprise digital solutions environments will be desirable.

ALL applicants **MUST** apply online to email: **recruitment@familybank.co.ke**; closing date is **03rd November 2026**. Canvassing will automatically disqualify the candidate. Only shortlisted candidates will be contacted.

“We are an equal opportunity employer”