Channel Sales Manager

JTL-SS-CSM-10-26 | Sales | Contract | Posted on October 24th, 2026 | Closes on October 23rd, 2026

We are seeking a results-driven **Channel Sales Manager** to grow and manage its indirect sales channel through dealer and partner recruitment, performance management and market expansion. The successful candidate will drive customer acquisition, revenue growth, dealer productivity, customer retention and channel compliance.

CHANNEL SALES MANAGER JOB RESPONSIBILITIES

• Develop and implement channel sales strategies, sales plans and forecasts to achieve acquisition, revenue and market share targets.

• Recruit, onboard and manage dealers, distributors and channel partners, building strong relationships and supporting long-term growth.

• Monitor partner performance against targets, identify gaps and implement performance improvement plans.

• Drive dealer outlet visibility, branding, merchandising and trade marketing initiatives in collaboration with Marketing.

• Manage dealer commissions, incentives, claims and commercial records, ensuring accuracy, timely payments and compliance.

• Analyse sales performance, customer activations, churn and partner productivity, providing regular reports and actionable recommendations.

• Train and coach dealers and their teams on JTL products, sales techniques, customer experience and digital sales tools.

• Collaborate with Regional Sales, Marketing, Finance, Operations and Customer Experience teams to improve channel effectiveness.

CHANNEL SALES MANAGER ROLE QUALIFICATIONS

• Bachelor’s degree in Business Administration, Commerce, Marketing, Economics, Telecommunications or a related field.

• At least 5 years’ experience in Sales, Business Development, Account Management or Channel Sales.

• At least 1–2 years’ experience managing dealers, distributors, agents, retailers or other indirect sales channels.

• Experience in Telecommunications, ICT, FMCG, Banking, Consumer Electronics or a distribution-led industry will be an advantage.

• Proven track record in achieving sales targets, driving customer acquisition and growing revenue.

• Experience in dealer performance management, commission and incentive programmes, sales forecasting and budget management.

• Strong proficiency in Microsoft Excel, CRM systems, sales reporting and data analysis.

• Excellent relationship management, negotiation, communication, problem-solving and stakeholder engagement skills.

Location: Nairobi

Department: Sales

Job Type: contract