

# The power of connected minds



We are the world's leading chemical company because we offer intelligent solutions for our customers and for a sustainable future. We link and develop people with diverse talents all over the world. For you, this means a variety of ways to advance. Not only your performance, but also your personality matter to us. At BASF, careers develop from opportunities.

BASF's regional division EMEA Europe, Middle East, Emerging Europe and Africa. BASF operates in more than 50 countries in the region. For BASF the EMEA region is our most important market.

## Advert - Regional Sales Manager North Rift - Kenya

### What you can expect

The successful candidate will be responsible for achieving, leading, development of regional crop protection business by implementing the go to market strategy that guarantees growth and development of herbicides, fungicides, and insecticide of various targeted crops in the region. Core responsibilities will include the following:

- Defend and develop the BASF products and market share in the region
- Achieve the sales targets
- Responsible for the planning and management of sales accounts
- Represent BASF during sales events and trade shows
- Responsible for the monitoring and reporting on market and competitor activities as well as trend threats and market opportunities
- Attend and present technical product information at external and internal customer meetings
- Manage demonstration trials to generate more sales
- Implementing go to market strategies for key segments
- Credit risk management of retailers
- Management of distributors and the entire route to market channel
- Maintain high level technical competency with retailers
- Create farmers as part of CRM
- Ensure adherence to and compliance with all BASF guidelines and procedures

### What we expect

- Degree in Crop protection, Agronomy, Entomology, Plant Pathology, Horticulture, Agriculture or relevant field
- Minimum of 5 years' experience in marketing, sales, technical and business development
- Well informed and experienced within the crop protection industry in Kenya
- Key Account Management experience
- Field and Project Management experience
- Solid SAP and Microsoft Office experience

### We offer

Responsibility from day one in a challenging work environment and on-the-job training as part of a committed team. Competitive compensation including attractive benefits as well as excellent career opportunities in an international company.

### Job Field:

Sales

### Location:

North Rift, Kenya

### Company:

BASF East Africa

### Job Type:

Permanent

### Job Grade:

4

### Job Reference:

RSM20220527

**Please apply via SuccessFactors. If you do not have access to SuccessFactors, please apply via email:**

[candice.van-rooyen@basf.com](mailto:candice.van-rooyen@basf.com)

### or in writing to:

BASF Holdings SA, 852 16<sup>th</sup> Road,  
Midrand, 1683

### For more information, please contact:

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**Closing date: 17 June 2022**