

Job Title: Pre-Sales Executive

Reports To: Head of Pre Sales

Location: Nairobi

Type: Full-Time

Job Purpose

The Pre-Sales Executive will play a key role in driving business growth by providing technical and commercial expertise throughout the sales cycle. The role involves understanding client needs, preparing tailored solutions, delivering product demonstrations, and supporting the sales team in securing new business opportunities.

Key Responsibilities

- Identify, qualify, and create sales opportunities through a consultative approach.
- Prepare and deliver persuasive customer presentations and product demonstrations with clarity and confidence.
- Respond to Request for Proposals (RFPs), tenders, and client queries by developing high-quality proposals, reports, and supporting documentation.
- Support internal and external customer-facing events, such as workshops, exhibitions, and product launches.
- Analyze and understand customers' unique requirements, positioning the right solutions to meet business and technical needs.
- Deliver Proof of Concepts (POCs) to validate proposed solutions.
- Collaborate with sales teams to develop strategies for winning opportunities and closing deals.
- Accompany sales staff to client and prospect meetings when technical expertise is required.
- Stay updated with industry trends, competitor activities, and emerging technologies to ensure a competitive edge.

Skills and Competencies

Functional Skills

- Strong technical background with at least **3 years of experience** in a Pre-Sales or related role.
- Proven experience in proposal writing, bid management, and solution design.
- Ability to deliver engaging training and knowledge transfer sessions.

Generic Skills

- Solid understanding of IT products, solutions, and industry trends.
- Strong problem-solving and analytical thinking abilities.

Behavioral Skills

- Excellent client-facing and relationship management skills.
- Outstanding communication, negotiation, and presentation skills.
- Strong organizational and time management abilities.
- Ability to work under pressure and meet tight deadlines.

Key Performance Indicators (KPIs)

- Timely and quality submission of proposals and tender responses.
- Conversion rate of pre-sales engagements into successful sales.
- Client satisfaction and feedback on presentations/POCs.
- Contribution to revenue growth and business development targets.