



## About Ikigai

Ikigai provides beautifully curated shared office spaces in the heart of Nairobi. At Ikigai we cultivate an environment where meaningful human interactions are nurtured to encourage impactful and profitable connections between ideas, individuals and businesses. Ikigai is not just another shared office space but a place where community and the collective is at the heart of everything we do. At Ikigai, you have a beautiful and secure space to work from, social areas to connect with your peers and strangers to create fruitful relationships that help push your business forward, events and workshops in our tree-filled garden or boardroom and a coffee bar to keep you productive.

<b>Job Title:</b>	Online Sales Associate (OSA)
<b>Reports To:</b>	Community Manager
<b>Date:</b>	2021
<b>Who we are looking for:</b>	<p>The Online Sales Associate is the voice of Ikigai whose primary focus is to drives sales across all Ikigai locations.</p> <p>You are the right person if you enjoy speaking to people, can anticipate their needs and are friendly! You're an expert at listening and responding to questions and queries. You love a busy environment and meet all your deadlines with ease and excellence! You're a tech-savvy individual who is at home online. You multitask better than anyone and prioritize like a genius. You're completely at home with data and provide incredible customer service at a moment's notice, without missing a single data point. You. Love. People. And. People. Love. You.</p> <p>The OSA reports directly to the Community Manager (CM). This job is a healthy mix of tele-sales, business development, administration and customer service. Everything you do will be in the interest of creating and sustaining a healthy pipeline for the business. Everything.</p>
<b>Goals and Objectives:</b>	<ul style="list-style-type: none"><li>• Emulate Ikigai's core values and strive to achieve our mission.</li><li>• Create an engine for generating leads and sales.</li><li>• Support the Community Management team to achieve their sales quota by generating quality leads and business prospects.</li><li>• Drive growth and promotion of Ikigai's provided service offerings.</li><li>• Take direction from the Community Manager/Community Lead to support the Community Team as necessary.</li></ul>
<b>Key Responsibilities:</b>	<p><b>Tele-Sales/Online Sales</b></p> <ul style="list-style-type: none"><li>• Initiating sales with potential members over the phone and online.</li><li>• Asking questions to engage prospects and keep the conversation going. Answering customers' questions on the products and services.</li><li>• Listening to the prospects' needs to generate repeat sales. Offer solutions based on the prospects needs and capabilities.</li><li>• BANT qualify each prospect to understand their needs in detail in order to recommend an appropriate location, service and start date to the Community Associate.</li><li>• Understand the difference between high-potential deals and ensure quick action is taken. Build Community Associate's pipeline with high-potential deals.</li></ul>

	<ul style="list-style-type: none"> <li>• Direct prospects and leads to the community teams on location.</li> <li>• Keeping up to date on all products and services at Ikigai.</li> <li>• Meeting sales quotas.</li> </ul> <p><b>Customer Relationship Management:</b>  You are the owner of Ikigai's CRM tool. You are masterful at keeping it up to date and accurate at all times. You marvel in the beauty of this online system and use it to record everything.</p> <ul style="list-style-type: none"> <li>• Ensure the CRM is always up to date and operational. You ensure that chat bots, forms and pop-ups on the website related to the CRM are functioning.</li> <li>• Receive all incoming enquires on Ikigai's CRM and answer them immediately to drive sales. You also respond to calls and direct emails feeding this information into the CRM.</li> <li>• Ensure all prospect interactions are recorded accurately on Ikigai's CRM system to ensure one central point of information.</li> <li>• Gathering and documenting customer contacts and needs.</li> <li>• Setting up tours with prospects to encourage high conversion to tours.</li> <li>• Providing training to new and existing CA's on the CRM system</li> <li>• Pulling reports for the Management to support with business decision making.</li> </ul> <p><b>Business Development:</b>  You will be a key support behind generating new sales leads and contacts for Ikigai. As such you must be personable with people, informed about business and knowledgeable about our products and services.</p> <ul style="list-style-type: none"> <li>• Create a list of new target accounts that can be converted into Members.</li> <li>• Follow up with new business opportunities by setting up pitch meetings for the Community Manager/CEO and COO.</li> <li>• Identify new sales leads through cold calling and emailing.</li> <li>• Providing prospect information on target customers to ensure a deep understanding of the prospect.</li> <li>• Communicate new product developments to prospects.</li> <li>• Providing the Community and marketing team with feedback on our products and services.</li> <li>• Researching key industries for Ikigai to focus sales on and providing detailed research to the community team.</li> </ul>
<p><b>Education &amp; Experience:</b></p>	<p><u>Education</u>  A college graduate with a four-year degree preferred, but not required.</p> <p><u>Experience and Requirements:</u></p> <ul style="list-style-type: none"> <li>• You possess a superhuman ability to engage with people over the phone and people like you even though they have never met you!</li> <li>• You're punctual, professional, thorough, and entrepreneurial; you're a quick learning self-starter that works well in a fast-paced, start-up environment.</li> <li>• You are highly organized and efficient with excellent time management skills and are able to prioritize tasks effectively when everything is happening at once.</li> <li>• You don't just show up to work at the office, you own the office, taking pride in managing every little operational detail of your filing system, calendar, and inbox.</li> <li>• You're collaborative and engaging and like to work as a team, you're also independent and get the job done, no matter what is required.</li> <li>• You're adaptable and innovative, you own your mistakes and move on.</li> </ul>

	<ul style="list-style-type: none"> <li>• Customer service and/or sales/marketing experience a plus.</li> </ul>
<b>Essential Skills and Competencies:</b>	<ul style="list-style-type: none"> <li>▪ Must have strong verbal and written communication skills.</li> <li>▪ 1-2 years of experience as Tele-sales Representative or similar customer service or sales role are a plus.</li> <li>▪ Proven record of met quota.</li> <li>▪ Hands on experience with sales tools such as CRM software.</li> <li>▪ Ability and willingness to learn about products and services specifications and benefits.</li> <li>▪ Patient and friendly personality.</li> <li>▪ Team player.</li> <li>▪ Good time-management skills.</li> <li>▪ Great interpersonal, communication, presentation and negotiation skills.</li> <li>▪ Good negotiation skills.</li> <li>▪ High school diploma/ certificate.</li> <li>▪ BSc/BA is a plus.</li> <li>▪ Exceptional organizational and multitasking skills.</li> <li>▪ Highly detail oriented.</li> <li>▪ Demonstrate integrity, dependability, responsibility, accountability, self-awareness, work ethic, and empathy and professionalism.</li> <li>▪ Passion for entrepreneurial communities.</li> <li>▪ Passion and understanding for Ikigai's mission and values.</li> <li>▪ Proficient in computer skills and excel.</li> </ul>

Ikigai is as an Equal Opportunity Employer, is committed to nurture the growth and career development of its employees by providing an environment where opportunities for such growth are open and available on merit basis.

**The above statements are intended to describe the general nature and level of work being performed by the employee of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.**