



REQUEST FOR PROPOSAL: CAPACITY BUILDING – SALES AND CUSTOMER SERVICE

Date of Issue of TOR: Thursday 1st July 2021

Deadline for submission of proposals: Monday 12th July 2021

Contact details: info@elegantfittings.co.ke

Format: PDF Document - Proposal must be inclusive of taxes

Brief on Elegant Fittings Limited

Established in 2007, Elegant Fittings is a fabricator of natural stone (like granite) and engineered stone (like quartz). The company imports stone slabs (about 3000mmx1450mm) and deals with brands, including Caesarstone quartz, Dekton, and Sensa granite, which are suitable for a range of applications such as kitchen countertops, bathroom vanities, feature walls, floors, and custom solutions for home and commercial interiors and exteriors.

Key area of focus:

Elegant Fittings would like to grow its revenue massively. We feel that a well-trained and motivated Business Development Unit (BDU) and technical staff is the key to our success

What success would look like:

- Confident and empowered BDU working with a sales strategy; targeted market segments; predictable numbers to help the business grow
- Improved customer service from the BDU and the technical staff
- Increased sales revenue
- New clients acquired across new territories and regions over the next 1 year
- Onboarding and training new salespeople
- Identifying individual and team training needs and ensuring teams are trained on these gaps
- Increased confidence
- CRM management and training for BDU

- Identifying new markets and approach

Key milestones:

- Mentorship and coaching sessions with BDU
- Customer service training for technical staff
- Development of sales and marketing content specific to the business
- Sales Workbooks and take away material from training to be used by team for reference

The submission of proposals should be in two formats:

1. A technical proposal that covers a high-level approach and methodology, experience of the consultant, deliverables and timelines
2. A financial proposal that details a breakdown of the costs including indication of any taxes applicable

Requirements:

1. A detailed proposal with the above and include at least 5 clients and mention key activities done in each assignment
2. Company Registration and PIN (business has to be in operations for more than 3 years)
3. Be duly registered in Kenya
4. The proposal should demonstrate experience and knowledge in sales growth development and customer service

The process:

1. Proposals will be reviewed on a rolling basis – we will however close on 12th July 2021
2. The 1st shortlist will be interviewed on 14th July 2021
3. The last interview will be on 16th July 2021
4. Sign off and inception meeting