

JOB DESCRIPTION

Field Sales Agent — Solar PayGo

Volta Region, Ghana

Company	Optima FlexPay Limited
Job Title	Field Sales Agent — Solar PayGo
Location	Volta Region (Ho, Keta, Hohoe & surrounding communities)
Employment Type	Full-time · Retainer + Performance Commission
Reports To	Regional Sales Manager
Application Deadline	Rolling — apply as soon as possible
Contact	optimaflexpay.com/#contact · WhatsApp +233 (0) 55 712 5088

01 · ROLE OVERVIEW

Optima FlexPay Limited is on a mission: to power every Ghanaian home and business with clean, affordable solar energy — today, not tomorrow. Through our PAYGO (Pay-As-You-Go) model, customers access world-class solar systems from Sun King, KoolBoks, and Lorentz with just a 50% deposit and simple Mobile Money instalments. No bank account. No guarantor. No paperwork.

As a Field Sales Agent based in the Volta Region, you will be the face of Optima FlexPay in your community. You will identify and qualify leads, conduct home and business visits, educate customers on the PAYGO model, and shepherd them from first conversation to a fully installed, working solar system. Your work will directly reduce kerosene dependency, protect fishmongers from stock losses, and give farmers reliable water — one customer at a time.

This is a role for self-starters who believe in the mission, are energised by meaningful field work, and want their performance to determine their earnings.

02 · KEY RESPONSIBILITIES

Field Sales & Lead Generation

- Identify and visit potential customers in assigned communities across the Volta Region — both residential households and small businesses (fishmongers, chop bars, market traders, pharmacies)
- Generate your own leads through referrals, community events, market days, and local partnerships, as well as following up on leads allocated by the sales office
- Conduct professional product demonstrations, showcasing Sun King solar home systems, KoolBoks solar freezers (B2B), and Lorentz water pumps (farmers)

- Clearly explain the PAYGO payment model — deposit, instalments, MoMo payment methods, and ownership transfer — in a way that is accessible and trustworthy

Customer Relationship Management

- Build lasting relationships with customers in your territory, following up on pending applications, checking in after installation, and proactively resolving any concerns
- Educate customers on how to use the UPYA agent app and make Mobile Money payments correctly
- Log all customer interactions, site visits, and application progress in the Optima FlexPay CRM app on your smartphone
- Escalate technical or payment issues to the appropriate team member promptly

Targets & Reporting

- Meet monthly installation targets as agreed with your Regional Supervisor
- Submit weekly activity reports via the CRM system covering leads visited, applications submitted, and installations completed
- Participate in weekly team huddles (virtual or in-person) to share market intelligence and pipeline updates

Community Education & Brand Representation

- Represent Optima FlexPay with professionalism and integrity at all times
- Conduct community awareness sessions, particularly in rural and peri-urban communities with limited prior solar exposure
- Distribute marketing materials and handle objections honestly, never overpromising on product capabilities

03 · MINIMUM REQUIREMENTS

Must-Have	Nice-to-Have
• Minimum Senior High School (SHS / WASSCE) certificate or equivalent tertiary qualification • At least 1 year of field sales experience (any sector) • Fluent spoken and written Ewe; functional English • Reliable access to a motorbike or alternative field transport • Comfortable using a smartphone for CRM, MoMo payments, and WhatsApp • Reside in or very near the Volta Region	• Prior experience in solar, fintech, or PAYGO products • Knowledge of the fishmonger, cold storage, or agricultural supply chain • Existing community networks in Ho, Keta, or Hohoe • HND or degree in Sales, Marketing, Agriculture, or related field • Experience with mobile CRM or field agent apps

04 · COMPENSATION & BENEFITS

Commission (Months 1–3)	Performance commission only during the 3-month probation period. No
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	base retainer during this phase. Earnings are directly tied to verified installations.
Monthly Retainer + Commission (Post-Probation)	Upon successful completion of the 3-month probation, a competitive monthly retainer is added. Commission on verified installations continues — uncapped. Top agents consistently earn 2–3× their retainer in commission.
Product Insurance	Free 12-month insurance on every system sold — builds customer trust and reduces post-sale disputes
Training	Full onboarding: product training, PAYGO model, CRM app, and field sales coaching
Career Progression	Clear path: Field Agent → Senior Agent → Territory Lead → Regional Supervisor

05 · HOW TO APPLY

Applications are accepted online only. Please visit our careers page or WhatsApp your CV:

optimaflexpay.com/careers · WhatsApp CV to +233 (0) 55 712 5088

For all other enquiries please use the contact form at optimaflexpay.com/#contact — do not email directly.

You will need to upload your CV and a Cover Letter (PDF or Word, max 5MB each). Applications without a Cover Letter will not be considered.

For all enquiries: please use the contact form at optimaflexpay.com/#contact · Accra HQ: +233 (0) 30 396 0134 · Ho Office: +233 (0) 55 712 5101

Optima FlexPay Limited is an equal opportunity employer. We particularly encourage applications from women, persons with disabilities, and candidates from rural communities in the Volta Region. Only successful candidates will be contacted. We do not charge any fees at any stage of the recruitment process. All communications must go through the contact form at optimaflexpay.com/#contact.