

## JOB DESCRIPTION

# KoolBoks B2B Sales Agent

Greater Accra Region, Ghana

*Solar-Powered Refrigeration · B2B Field Sales · PAYGO*

|                 |                                                                             |
|-----------------|-----------------------------------------------------------------------------|
| Company         | Optima FlexPay Limited                                                      |
| Job Title       | KoolBoks B2B Sales Agent                                                    |
| Product Line    | KoolBoks Solar Refrigeration (Freezers, Chillers, Ice Makers)               |
| Market          | B2B only — businesses, traders, and commercial operators                    |
| Location        | Greater Accra Region (Accra Metro, Tema, Kasoa, Adenta & surrounds)         |
| Employment Type | Full-time · Commission-only (3-month probation), then Retainer + Commission |
| Reports To      | Regional Sales Manager                                                      |
| Application     | optimaflexpay.com/careers · WhatsApp +233 (0) 55 712 5088                   |

## 01 · ROLE OVERVIEW

Optima FlexPay Limited distributes KoolBoks solar-powered refrigeration units to businesses across Ghana on a PAYGO (Pay-As-You-Go) basis. KoolBoks products — including chest freezers, chillers, and ice makers — allow businesses to refrigerate stock, store fish, chill drinks, and make ice without relying on the national grid or expensive generators.

KoolBoks is a strictly B2B product line. It is not sold to residential households. Our target customers are commercial operators whose livelihoods depend on reliable cold chain: fishmongers, cold store operators, chop bar owners, meat and poultry sellers, provisions dealers, pharmacies, clinics, hotels, and supermarkets.

As a KoolBoks B2B Sales Agent based in Greater Accra, you will be the commercial face of Optima FlexPay's refrigeration division in the region. You will identify, qualify, visit, and close business customers — then support them through the onboarding process from deposit payment to installation. Your territory includes Accra Metro, Tema, Kasoa, Adenta, Madina, and surrounding commercial hubs.

**This role suits a commercially sharp, relationship-driven sales professional who understands how Ghanaian businesses operate and is energised by closing meaningful deals.**

## 02 · TARGET CUSTOMER SEGMENTS

KoolBoks is most relevant to businesses in the following segments. Agents are expected to develop deep knowledge of each segment's specific pain points and buying motivations.

| Segment                                  | Pain Point                                                         | KoolBoks Solution                                                          |
|------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------------------|
| <b>Fishmongers &amp; Fish Processors</b> | Fish spoils without constant ice; ice costs eat into margins daily | Solar freezer eliminates ice cost; fish stays fresh without grid power     |
| <b>Cold Store / Freezer Centres</b>      | High ECG bills and dumsor cause stock losses                       | Off-grid solar operation; no fuel costs; constant cold even during outages |
| <b>Meat &amp; Poultry Sellers</b>        | Meat spoils during power cuts; generator fuel is expensive         | Solar chiller keeps meat at safe temperatures 24/7 at zero fuel cost       |
| <b>Chop Bars &amp; Restaurants</b>       | Ingredient spoilage, ice block cost, unreliable refrigeration      | Dedicated solar fridge for ingredients; reduce daily ice spend             |
| <b>Provisions / Cold Drink Shops</b>     | Warm drinks lose customers; ECG bills are unpredictable            | Keep drinks cold at all times; predictable PAYGO cost replaces bills       |
| <b>Pharmacies &amp; Clinics</b>          | Medicine storage requires consistent cold chain                    | Reliable solar cold chain; patient safety argument strong                  |
| <b>Hotels &amp; Guesthouses</b>          | High electricity bills for bar and kitchen refrigeration           | Solar refrigeration reduces operating costs significantly                  |
| <b>Ice Makers / Ice Block Sellers</b>    | Generator fuel cost is their biggest operating expense             | KoolBoks DC Ice Maker runs on solar — zero fuel, daily ice production      |

### 03 · KEY RESPONSIBILITIES

#### Business Development & Lead Generation

- Prospect and identify new B2B leads across Greater Accra — markets, fishing harbours, industrial areas, restaurant strips, hotel districts, and cold chain hubs
- Conduct daily field visits to target businesses, presenting KoolBoks products and the PAYGO value proposition clearly and confidently
- Generate leads independently through referrals, market intelligence, and community networks — as well as following up on leads provided by the Accra HQ team
- Build a healthy, well-documented pipeline of qualified prospects with realistic close timelines
- Attend trade events, market associations, and business meetings to position Optima FlexPay as the leading solar cold chain provider in Greater Accra

#### Sales Closing & Customer Onboarding

- Guide prospects through the full sales cycle: initial visit → product demo → needs assessment → proposal → deposit payment → contract signing → installation coordination
- Clearly explain the PAYGO model — 50% deposit to activate, then weekly or monthly MoMo instalments until full ownership — addressing all objections honestly
- Assist customers in completing the application form and submitting required documentation
- Coordinate with the logistics and installation team to schedule and confirm installation dates
- Conduct a post-installation follow-up visit within 7 days to confirm customer satisfaction and address any concerns

#### Customer Relationship Management

- Maintain strong ongoing relationships with all active KoolBoks customers in your territory

- Log every customer interaction, site visit, deal stage update, and follow-up in the Optima FlexPay CRM app
- Monitor payment behaviour of your customer portfolio — flag at-risk accounts to the Regional Sales Manager early
- Proactively upsell or cross-sell additional units to satisfied customers expanding their operations
- Collect customer testimonials, referrals, and case study material for the marketing team

### Market Intelligence & Reporting

- Submit weekly pipeline reports via the CRM covering: leads visited, proposals submitted, deposits received, and installations completed
- Report competitor activity, pricing intelligence, and market trends to the Regional Sales Manager
- Participate in weekly sales team calls with actionable updates on territory activity

## 04 · KOOLBOKS PRODUCT KNOWLEDGE (Required)

All KoolBoks B2B Sales Agents must develop thorough product knowledge during onboarding. You are expected to be able to demonstrate, compare, and advise on the following product categories:

| Product                                      | Best For                                           | Key Selling Point                                                            |
|----------------------------------------------|----------------------------------------------------|------------------------------------------------------------------------------|
| <b>KoolBoks AC Chest Freezer (200L–750L)</b> | Cold stores, fishmongers, provisions, hotels       | Multiple sizes; works on solar + grid; no fuel cost                          |
| <b>KoolBoks DC Chiller (268L)</b>            | Pharmacies, clinics, cold drink shops, restaurants | Precise temperature control; solar-only operation                            |
| <b>KoolBoks DC Ice Maker (195L)</b>          | Ice block sellers, fishmongers, fish processors    | Produces ice daily on solar power alone — eliminates generator fuel entirely |

## 05 · MINIMUM REQUIREMENTS

| Must-Have                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Nice-to-Have                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Minimum HND or equivalent tertiary qualification</li> <li>• 2+ years B2B or commercial field sales experience</li> <li>• Demonstrated track record of meeting or exceeding sales targets</li> <li>• Fluent in English; functional Twi or Ga strongly preferred</li> <li>• Confident and professional in business-to-business settings</li> <li>• Comfortable using a smartphone for CRM, WhatsApp, and MoMo</li> <li>• Resident in or very near Greater Accra</li> <li>• Reliable transport for daily field visits</li> </ul> | <ul style="list-style-type: none"> <li>• Prior experience in cold chain, food distribution, or refrigeration sales</li> <li>• Existing network of contacts in Accra markets, fishing communities, or hospitality sector</li> <li>• Knowledge of solar energy or off-grid products</li> <li>• Experience with CRM software or mobile sales tools</li> <li>• Degree in Sales, Marketing, Business, or related field</li> <li>• Understanding of PAYGO or asset financing models</li> </ul> |

across the region

## 06 · COMPENSATION & BENEFITS

|                               |                                                                                                                                                                                                                           |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Months 1–3 (Probation)</b> | Performance commission only — no base retainer. Your income is directly tied to the number of verified KoolBoks installations you close. Strong performers in this phase consistently earn well above a typical retainer. |
| <b>Post-Probation</b>         | Competitive monthly retainer added upon successful completion of 3-month probation, plus ongoing uncapped commission on every verified installation.                                                                      |
| <b>Commission Structure</b>   | Per verified installation (rate confirmed at offer stage). No ceiling — the more you close, the more you earn.                                                                                                            |
| <b>Product Insurance</b>      | Every KoolBoks unit sold carries free 12-month product insurance. This is a powerful trust-building tool in your sales conversations.                                                                                     |
| <b>Training</b>               | Full KoolBoks product training, PAYGO model coaching, B2B sales techniques, and CRM onboarding before you begin in the field.                                                                                             |
| <b>Career Path</b>            | Field Agent → Senior B2B Agent → Territory Lead → Regional Sales Manager                                                                                                                                                  |
| <b>Payment Method</b>         | All commissions and retainers paid via Mobile Money. No bank account required.                                                                                                                                            |

## 07 · HOW TO APPLY

Applications are accepted through our careers page and WhatsApp only. Please do not contact us by email.

**Visit: [optimaflexpay.com/careers](https://optimaflexpay.com/careers) · or WhatsApp your CV to +233 (0) 55 712 5088**

You will need to upload your CV and a Cover Letter (PDF or Word, max 5MB each). In your cover letter, tell us specifically about your B2B sales experience and any background in cold chain, food trade, or the hospitality sector. Applications without a cover letter will not be considered.

For all enquiries: [optimaflexpay.com/#contact](https://optimaflexpay.com/#contact) · Accra HQ: +233 (0) 30 396 0134 · Accra Mobile: +233 (0) 55 712 5105

Optima FlexPay Limited is an equal opportunity employer. We encourage applications from women, persons with disabilities, and candidates from all communities across Greater Accra. Only successful candidates will be contacted. We do not charge any fees at any stage of the recruitment process. All communications must go through [optimaflexpay.com/#contact](https://optimaflexpay.com/#contact).