



SONARWA Life

Assurance Company Limited.

Title: Job Description

Location	Kigali
Department	Strategy Department
Position	Direct Sales Agent

1. Role Overview:

The Direct Sales Agent at SONARWA Life is responsible for promoting and selling our range of insurance products to individuals, families, and businesses. This role requires an enthusiastic and proactive individual who can effectively communicate the benefits of our insurance offerings, build strong relationships with clients, and achieve sales targets.

Key Responsibilities:

1. Sales and Marketing:

- Actively identify and pursue new sales opportunities for SONARWA Life's insurance products through various channels, including direct sales, referrals, and networking.
- Conduct sales presentations and product demonstrations to prospective clients, highlighting the features and benefits of our insurance solutions.

2. Client Relationship Management:

- Build and maintain strong relationships with existing and potential clients, ensuring high levels of customer satisfaction and retention.
- Provide clients with personalized insurance advice and solutions that meet their specific needs and financial goals.

3. Market Research and Analysis:

- Stay updated on industry trends, competitor offerings, and market conditions to effectively position SONARWA Life's products in the market.
- Gather feedback from clients and prospects to improve our product offerings and sales strategies.

4. Sales Targets and Reporting:

- Meet or exceed monthly and annual sales targets set by the Sales Manager.
- Prepare regular sales reports and provide insights on sales activities, customer feedback, and market trends.

5. Product Knowledge:

- Maintain in-depth knowledge of SONARWA Life's insurance products and services.
- Stay informed about new product launches and changes in existing products to provide accurate information to clients.

6. Customer Service:

- Assist clients with policy applications, claims processing, and any inquiries related to their insurance coverage.
- Ensure timely and accurate communication with clients to address their concerns and enhance their experience with SONARWA Life.

7. Compliance and Ethics:

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African Union Boulevard, Kiyovu-Nyarugenge RSSB Buildings, Tower II, Ground Floor,
P.O. Box 1774 TIN N^o: 102241010, Tel, (+250) 788 500 144, E-mail: info@sonarwalife.co.rw,
Website: www.sonarwalife.co.rw



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- Adhere to all company policies, industry regulations, and ethical standards in all sales activities.
- Ensure that all sales practices comply with regulatory requirements and the company's code of conduct.

Qualifications:

- **Education:** Minimum of a high school diploma; a bachelor's degree in business, marketing, or a related field is preferred.
- **Experience:** Previous experience in insurance sales or a similar role is an advantage.
- **Skills:**
 - Strong communication and interpersonal skills.
 - Excellent negotiation and persuasion abilities.
 - Ability to work independently and as part of a team.
 - Proficiency in Microsoft Office Suite and familiarity with CRM software.
 - Strong organizational and time management skills.

Personal Attributes:

- Goal-oriented with a passion for sales and customer service.
- Resilient and adaptable, with the ability to handle objections and setbacks.
- Honest, ethical, and professional in all dealings with clients and colleagues.

How to Apply:

If you believe you fulfill all the requirements, please submit your application letter, latest CV, including three (3) referees, copies of degrees & certificates, & copy of ID, no later than July 29, 2024, to the following email address: recruitment@sonarwalife.co.rw

Only shortlisted candidates will be contacted for interviews.

Done at Kigali on July 23, 2024

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