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EXPRESSION OF INTEREST – DEVELOPMENT, DEPLOYMENT, EMBEDDING, CERTIFICATION & TRAINING OF TRAINERS ON NEW SAFARICOM WAYS OF SELLING (BOTH IN CLASS AND DIGITAL CONTENT TO BE USED BY DIFFERENT TEAMS TO ENSURE NEW ROUTINES, WORK PRACTICES AND PROCESSES ARE ADOPTED)

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Last Date for Receipt of Proposals: Thursday 20th July 2023 at 17:00 Hours

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1.0 Introduction

This EOI will lead to identification of a consultant /training firm to help embed sales force effectiveness programs within our sales force (both Safaricom, Franchise Partners, Dealers and Agents). It is envisaged that the Company will work with in country distribution teams/regional sales teams spread across the six regions.

The program has 3 components, namely:

- **SFE (Sales Force Effectiveness)**

This is a discipline that drives common understanding of Safaricom's commercial priorities among the sales force and accompanying routines that govern implementation. Its aims at creating singular focus and a sense of purpose on the activities required to execute the set priorities. It is a system that ensures alignment of commercial activities with capabilities within the sales force.

- **CAP (COMPETENCY ACQUISITION PROCESS)**

CAP is a process that Safaricom has adopted to drive integrated learning at the moment of need to deliver competency development. It is important to empower the learners and their leaders to own the process by empowering them through defined learning paths on the job and tasks that should be understood and executed to demonstrate competency. Measures of competency need to be linked to SFE measures to ensure progress can be tracked to democratize learner's certification process.

- **Governance on Accreditation and Certification (License to Operate, Serve, Sell and Lead)**

develop Governance on accreditation and certification process that builds a balance scorecard that will guide PDR sessions and support career development conversations.

The Training to be offered should cover but not limited to:

The Global Element Consultant Responsibility

- Embedding of the SFE capabilities
- Conduct regular assessments on the team's ability to execute key priorities.
- Conduct an analysis of sales force teams and assess effectiveness.
- Ensure that the CAP process is being tracked across the country.
- Baseline assessment for both Safaricom staff and Franchise partners
- Implement training interventions to raise execution capability for the sales teams (both internal and partners).
- Develop competency assessment frameworks and skills gaps analysis.
- Lead the team in implementing segmented execution.
- Coach the sales teams in implementation of the CAP process.
- Train teams on essential selling skills
- Rollout Training on merchandising skills and routines
- Deploy Solution Selling Process and embedment rituals.
- Training on field supervision skills
- Training of trainers to ensure continuity and ownership.

Consultant scope

- a) Lead the implementation of sales force effectiveness programs. New work practices, processes, and routines
- b) Assess sales teams' execution gaps and develop training interventions to close those gaps. Baseline assessment on Functional, Leadership and Agile skills
- c) Support the regional head in the implementation and embedding of sales force effectiveness capabilities.
- d) Development of new coaching routines and tools aligned to delivering Channels mission.
- e) Coaching TBLs on SFE tools and how to use them to drive business goals.
- f) Reporting templates to assist TBL's and RBL's effectively lead the transformation agenda.
- g) Develop Governance process, routines, & operations review rituals
- h) Develop SFE guiding principles aligned to new RTC operating model.
- i) Drives common understanding on trade execution routines aligned to contact and coverage strategy for DSA, TDR, and TBL
- j) Conduct field visits with the sales teams and coach on SWS implementation.
- k) Assist the SWS Change champions (TBL's & Agile Coach's) in the regions in driving the SWS agenda in the region/respective sales territories.
- l) Train the RBL and TBL on leading change
- m) Train on supervising route distribution effectiveness
- n) Development of both in class and digital Academies for Channels and Distribution, Consumer Business, Enterprise Business and Financial Services as guided by Capability development plan.
- o) Develop Governance on accreditation and certification process that builds a balance scorecard that will guide PDR sessions and support career proration conversations.

The EOI proposal/ response should contain the following information:

- **Provision of recent client referrals/ referral letters** where similar services have been carried out and number of staff trained providing contact address, scope of works and duration.
- **Certification showing authorization to your organization for carrying out similar training.**
- **List of personnel/ trainers with relevant certification and experience to carryout the training.**
- **Details of the Bidder's physical premises and contact details.**

2.0 Next Steps

- Institutions that show an interest to participate in the provision of the above-mentioned service shall be prequalified for the provision of this service in their area(s) of expertise, subject to the provision of required documentation and demonstrated ability to deliver the trainings.
- The shortlisted institutions will be exposed to the Full RFP/Tender for Provision of Sales Force Capability training in their area(s) of expertise.
- Only those institutions that meet the minimum evaluation and prequalification criteria will be considered for further discussion on service provision.

3.0 Responses

Please submit your responses by 5.00 pm (EAT) on Thursday 20th July 2023 to fmangala@safaricom.co.ke

4.0 Note

Safaricom Limited reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for the purpose of informing the bidders of the outcome of the process.

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