



**SAFARICOM LIMITED  
P.O. BOX 66827-00800  
WESTLANDS  
NAIROBI, KENYA  
TEL +254 722 000000  
FAX +254 722 00 4202**

**EXPRESSION OF INTEREST – PROVISION OF RETAIL SALES TTT TRAINING**

**Document Release Date: Wednesday 20<sup>th</sup> December 2017**

**Last Date for Receipt of Proposals: Friday 12<sup>th</sup> January 2018 at 17:00 Hours**

## Table of Contents

EXPRESSION OF INTEREST – PROVISION OF RETAIL SALES TTT TRAINING .....	1
Table of Contents.....	2
1.0 Introduction.....	3
2.0 Aims and Objectives.....	3
3.0 Next Steps.....	4
4.0 Responses.....	4
5.0 Note .....	4

## 1.0 Introduction

Safaricom Ltd (the company) continually seeks to partner with various competent suppliers (local and international) for the provision of services to enable it meet its current and future needs and obligations.

This Request for Proposals (RFP) is intended to lead to the identification of duly registered and reputable firm(s) with the capacity to provide Retail Sales Train the Trainer (TTT) training. The Regional Sales and Operations team within Safaricom would like to improve the brand in company-owned shops by creating an enhanced customer experience that would include a focus on solution selling.

By nature, customers who visit the shop either have already identified a problem they need resolved, or are browsing. Through this training, we would want our staff to be able to sufficiently cross sell or upsell to these customers' products and services over and above that which the customer is seeking, and be able to create value for the customer through that interaction. Additionally, they should also focus on converting existing browsers into buyers hence increasing sales. In essence, the Customer Executives will be able to optimize on every interaction.

The training will target team leaders of the various shops manned by Safaricom staff. The team leaders will be expected to be subject matter experts in solution selling and should be able to cascade the information to the rest of the team through providing an engaging, results focused and interactive experience.

The company intends to benefit as follows from this training:

- Increased sales and cross sell index
- A more balanced sales to service ratio
- Improved Net Promoter Score
- Improved employee morale, as staff will feel empowered to sell
- Build in house capacity to offer seamless training that will ensure all staff speak "one sales language" even as we expand our business

The training to be offered should include:

- Techniques that will turn existing browsers into buyers, increasing average ticket size, creating repeat customers
- How to Create exceptional customer experiences focusing on value creation for the customer
- Cross selling and up selling techniques
- How to handle objections including competitor challenges/issues
- How to Create and recommend solutions
- Identification of buying signals
- Follow up and building referral
- Coaching for the Trainers during an actual course implementation and feedback

## 2.0 Aims and Objectives

The EOI proposal/ response should contain the following information:

- **Legal Certification & Registration by relevant regulatory authorities** – i.e. Certificate of incorporation, Single Business Permit, Tax Compliance Certificate, Memorandum and Articles of Association for the Company, VAT Certificate Of Registration, Official search report Form CR12, Form of Annual Return of A Company Having a Share Capital, Registration by relevant body/institution as an approved training institution, Registration by the National Industrial Training Authority, Certificate of Cover for Professional Indemnity.
- **Company organogram and CVs of resource persons** including copies of educational qualifications, certificates of registration by relevant authorities and competency to offer QA trainings (stating areas of expertise). Note - emphasis will be placed on the calibre of trainers provided.
- **Demonstrate capacity to undertake the above listed services** - detailed scope and methodology of the trainings offered, sample training manual, sample course outline and course content, sample timetable to be used in training for each of the trainings the vendor is able to provide.
- **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.
- **Details of the Bidder's physical premises and contact details.**

### 3.0 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 RFPs for Provision of Retail sales Train the Trainer 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.

### 4.0 Responses

Please submit your responses by 5.00 pm (EAT) on Friday, 12<sup>th</sup> January 2018 to [sowuor@safaricom.co.ke](mailto:sowuor@safaricom.co.ke) ; [JMURUNGI@Safaricom.co.ke](mailto:JMURUNGI@Safaricom.co.ke)

### 5.0 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.