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## Terms of reference

### THE ADAPTATION SME ACCELERATOR PROJECT (ASAP)

#### BACKGROUND

Lighsmith in collaboration with Village Capital and supported by the Global Environment Facility, Conservation International, and the Inter-American Development Bank seeks to build an ecosystem for small- to medium-sized companies in emerging markets that have technologies, products, and services that can be used to build resilience to the impacts of climate change (“Adaptation SMEs”).

To support these SMEs, Lightsmith and Village Capital have designed an innovative technical assistance facility, and seek qualified consultants to provide technical support as per the technical requirements set out in the scope of work below.

Program description	
<b>Project name</b>	ASAP Post program support – Sales Specialist
<b>Consultant qualifications</b>	<ul style="list-style-type: none"> <li>• <i>Post graduate qualification in a relevant field from an accredited academic institution</i></li> <li>• <i>Minimum 5 years of experience in the agricultural technology or cold chain logistics sectors or related sectors</i></li> <li>• <i>Demonstrable experience designing sales strategies and conversion strategies for SMEs in the African continent, with preference to West Africa</i></li> <li>• <i>Proven track records of working with founders, and entrepreneurs in Africa</i></li> <li>• <i>Excellent written and spoken communication skills in English</i></li> <li>• <i>Familiarity with the geopolitical climate in West Africa</i></li> </ul>
<b>Duration</b>	5-6 weeks - Anticipated Start date of July 12, 2022 All deliverables to be completed and submitted by August 15, 2022
<b>Proposal Submission deadline</b>	July 06, 2022, 11:59 pm - Eastern Time
<b>Submission email</b>	james.gicheru@vilcap.com
<b>Purpose</b>	- <i>Design B2B sales strategies that will guide sales operations i.e., prospecting, lead generation, lead qualification, negotiation, conversion, and post-sales support for 2 West Africa business in the cold chain and agri-tech subsectors.</i>



Expected outputs		
	DELIVERABLE DATE DUE	DELIVERABLE DESCRIPTION
<b>Output 1</b>	July 22, 2022	<ul style="list-style-type: none"> <li>• Sales strategy document defining the sales process for the cold chain solutions company including; <b>lead generation</b> strategies, and conversion techniques for the sales team.</li> <li>• Management team workshops to present the strategy document, co-develop potential implementation modalities, and train the team on the new sales leads acquisition and conversion process.</li> </ul>
<b>Output 2</b>	July 29, 2022	<ul style="list-style-type: none"> <li>• Sales conversion strategy document defining the B2B sales conversion process for the agri-tech company including lead qualification techniques, and <b>conversion strategies</b>.</li> <li>• Management team workshops to present the strategy document, co-develop potential implementation modalities, and train the team on the new sales leads acquisition and conversion process.</li> </ul>
<b>Output 3</b>	August 5, 2022	<ul style="list-style-type: none"> <li>• 10 high-quality, qualified B2B leads across a minimum of 3 sectors per company based on the developed company strategies.</li> </ul>
<b>Output 4</b>	August 5, 2022	<ul style="list-style-type: none"> <li>• 2 sales skills training workshops per company (4 total), to upskill the organizations' sales teams on basic B2B sales techniques.</li> </ul>
<b>Output 5</b>	August 12, 2022	<ul style="list-style-type: none"> <li>• Post-program report detailing series of actions taken with reference to the scope e.g., workshops conducted, skills training seminars conducted, developed outputs, and the impact on the companies.</li> </ul>

### SCOPE OF WORK

1. Review the existing lead generation strategies to determine the quality of the lead generation process. This includes document review, and interviews with the sales team i.e., virtually.
2. Review the existing sales process, including the sales conversion cycle to identify potential improvement opportunities. This will require virtual interviews with the company's sales team and a sales document review.
3. Develop sales strategy documents to guide the sales conversion cycle, taking into consideration short and medium-term growth prospects, market, and service characteristics, and company-specific needs
4. Work closely with the management team to review assumptions on the users of the company products and services, target demographics, and regions to develop user personas.
5. Offer additional analytical and strategic support as may be required (limited to the scope).
6. Conduct a workshop with the management teams to present the strategy documents, and collect final feedback prior to submitting the final documents.

7. Conduct 2 sales skills training workshops with each company's sales teams on the recommended new techniques.

### **Proposal guidelines**

Proposals should outline:

- Plan to complete objectives
- Consultant (or Team) background and skills relevant to project
- Anticipated time allocation and timeline to achieve each output
- Anticipated budget to achieve each output and the overall scope of work
- Anticipated challenges in developing the outputs, and a mitigation plan

Project proposals will be evaluated on the combination of skills to complete the objectives of the statement of work, efficiency of use of funds, and relevant experience to the project.