

PREMIER POULTRY

Plot 19, Second Avenue
Daban-Sokoban Street
Ahodwo-Kumasi, Ghana.

www.premier-poultry.com

DIGITAL ADDRESS: AK-661-9471



Date: 20/04/2026

Memo: AREA SALES MANAGER INTERNSHIP PROGRAM

Location: Field responsibilities across 2-3 Districts allocated in Ghana

Description: We're seeking motivated individuals to join our Poultry Sales Leadership Program, a 3 to 6-month training initiative that develops future leaders in last-mile extension work and dual-purpose poultry distribution. As a trainee, you'll manage 2-3 district recruiting and developing agents and district sales representatives to drive day-old chick and feed sales. This role demands high professionalism, commitment, and motivation, with extensive field travels. You will work with minimal supervision, leveraging initiative, energy, and judgment to consistently deliver results under pressure. You will collaborate closely with other relevant departments/teams.

Key Responsibilities of ASM INTERM

1. Phase 1 (1-3 months): Agent recruitment and development
 - Identify, recruit, onboard, and train 4 new agents per month, and at the end of the 3 months, he/she should have 11 agents, and at least 5 agents should be reordered.
2. Phase 2 (3-6 months): District Sales representatives recruitment and development
 - Identify and recruit 2 district sales representatives per month (for 3 months) who recruit 2 to 4 new agents per month

Phases	Targets per month	End of 3-6 months
Phase 1(agent recruitment)	Making sure that new agents fully understand the PPL model with the coaching from RSMs	11 new agents added 5 returning agents
Phase 2(sales rep recruitment)	Recruit 2 sales reps per month who are fully trained on how to recruit agents; these sales reps should be able to recruit 2 to 4 new agents per month.	4 sales reps in total, and an additional 8 new agents recruited by the 4 sales reps recruited in the first batch of onboarding

3. Sales Planning & Activity (throughout phase 1 + 2)
 - Review and advise weekly reports from District Sales Representatives to improve time and stipend management
 - Develop specific, day-by-day plans to hit agent recruitment targets and grow DOC sales

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- Prepare weekly and monthly reports on team performance, challenges, and solutions

4. Technical Follow-Up (throughout phase 1 + 2)
 - a. Making sure that agents are guided on brooding with the support from RSMs
 - b. Conduct technical follow-up as needed to support the agent
 - c. Escalate issues and solicit technical training from supervisor

Requirement Qualifications:

- Fresh graduate from an agricultural college with a diploma

Outcomes/Benefits to the Sale for Ghana

The sales team will have a Consistent flow of good-quality ASMs that will help us achieve our goals.

Below are the sales benefits within the next 6 months of implementation

Month	Number of Interns	Expected sales Phase 1			Team management Phase 2			Total sales
		# of New Agents	# of Prospect Agent	Orders	# of DSR	New Agent	Orders	
May	4	8	80	1600				1600
June	7	14	140	3700				3700
July	10	20	200	8500				8500
August	12	24	240	11700	8	16	7700	19400
September	14	28	280	16100	14	28	9700	25800
October	16	32	320	20500	20	40	22100	42600
Total								101600

Trail Modalities

At any given time, all RSMs should have 2 interns in place so as not to delay the replacement of non-performing ASMs

Stipend

An amount of 1,500 GHS which includes stipend and travel allowance, will be paid to the Intern every month. No commission will be paid during that period.

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