

Statement of Work: PAOP Business Performance Consultant

Commodity/Service Required:	PAOP Business Performance Consultant
Type of Procurement:	<i>Individual Consultant Agreement</i>
Type of Contract:	<i>Fixed-cost contract</i>
Contract Funding:	<i>United States Agency for International Development (USAID)</i>
This Procurement Supports:	<i>Power Africa Off-grid Project (PAOP)</i>
Submit Proposal and Quotation to:	<i>paoprocurement@powerafrica-offgrid.org</i>
Due Date:	<i>May 14, 2021</i>
Approximate Date Purchase Order/ Agreement Issued to Successful Bidder(s):	<i>TBC</i>

About the Power Africa Off-grid Project

The USAID-funded Power Africa Off-grid Project ('PAOP') provides technical assistance and targeted grant funding to support the development of Africa's off-grid solar home system (SHS) and mini-grid sectors. Through a team of resident technical advisors across East and West Africa, PAOP works with companies, investors, and governments to advance the role of the private sector in extending energy access.

By offering broad-based market intelligence to investors/financiers to inform financial product design, advising governments on establishing supportive policy frameworks, and providing hands-on support to companies, PAOP is helping to build the off-grid market to accelerate private sector-led energy access.

Overview

The Business Performance Consultant, on behalf of PAOP, will provide technical assistance to two off-grid solar (OGS) companies to support them on their sales strategies and support the development of a set of sales training materials. The work will include a range of support activities depending on the specific needs of the companies, but is likely to include some or all of the following:

- Support off-grid company to define their sales strategy to add new sales channels for new products (this might include SHS with TVs, in addition to productive use of energy (PUE) systems (such as solar irrigation systems and refrigeration systems))
- Assessment of the company's current sales strategy, including its current partnerships, and recommendations on the formulation and implementation of an updated strategy
- Analysis of staff capacity and recommendations to address gaps in the sales team
- Trainings of sales staff on communication to potential customers, how to close sales, and other sales skills, including coaching of sales managers
- Defining the job description of new product manager staff as required, such as a SHS+TV and PUE product manager followed by recruitment, onboarding, training and coaching
- Creating partnerships with banks and MFIs to lend to businesses for new off-grid product lines
- Support the development of a set of sales training materials, aimed at sales managers as well as direct sales teams and telesales support staff.

Timeline

The targeted start date and end date for this Statement of Work is June 1 to August 31, 2021, with the possibility to extend the contract if new activities are added to this statement of work.

Deliverables/Outputs

The deliverable/outputs table below is subject to change upon contract negotiation. The following deliverables will be required for each company.

1. Scoping report detailing first week at company, key findings such as areas for improvement, organizational structure, sales strategies, etc.

2. Memo on sales strategy improvements, staff training plan, potential partnerships, and new product opportunities.
3. Final report detailing key findings, lessons learned, changes implemented, and recommendations on the path forward.
4. Updated set of sales training materials.

Level of Effort: 50 days

Travel: It is anticipated that the consultant will need to travel to spend at least 2 weeks with each company, which are located within West and East Africa.

Required Qualifications/Experience:

The consultant should have relevant qualifications such as degree in marketing or MBA, as well as recent relevant experience that relates to the support detailed in the overview. The consultant should ideally also have experience of working within the off-grid energy sector in Africa.

Application Submission: Required Documents

The consultant should submit their CV, accompanying letter indicating their relevant experience and expertise for this position, and daily consultancy fee rate.