



## Terms of Reference

### Sales Mentor

#### About Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

#### Background

As a partner in the MEDSt@rts project, Leaders International is implementing the project activities in Palestine. MEDSt@rts - Med microfinance support system for start-ups - project is financed by the European Union's ENI CBC Med Programme and implemented in Italy, Greece, Tunisia, Palestine, and Lebanon.

MEDSt@rts addresses young and highly motivated people with innovative ideas - usually high-risk companies - and supports them in developing their business. Leaders International intends to recruit a qualified sales Mentor that will carry out activities related to the project.

#### Purpose:

Mentor(s) will provide professional counseling and advice to the MedSt@rts Participants, focusing on skills training, business guidance, professional contacts, and problem-solving.



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## Scope of the work:

As part of MedSt@rts objectives for sustainable development and durability, mentor(s) are responsible for the provision of support and assistance services to the 15 MedSt@rts entrepreneurs and startups through online mentorship sessions. The mentor is responsible for transferring viable and necessary knowledge and skills needed for each individual project to succeed.

The Sales mentor is responsible for identifying the needs of the MedSt@rts participants and providing each of them with customized sales-related consulting services according to their goals, needs, and vision. Furthermore, they are responsible for setting learning objectives for each participant and providing coaching sessions that will develop any lacking or weak skills.

## Deliverables:

- Delivery of a total of 150 hours of one-to-one mentorship sessions to 15 startups, teams, and entrepreneurs, meaning that each startup/team receives a total of 10 hours of sales-related mentorship during the timespan decided by Leaders International.
- Assistance of the MedSt@rts entrepreneurs in drafting and developing complete and comprehensive sales plans. including the development of sales policies, pricing policies, risk management.
- Provision of sales-related consultancy services to enhance the knowledge and skills of the mentee, including, but not limited to, the following topics:
  - Provision of advice, constructive criticism, and guidelines tailored to the needs of the mentee;
  - Active listening to common challenges and setbacks faced by the mentee and identifying the skills needed to tackle them
  - Help mentees understand their customer base
  - Identification of competitors in the market



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## Outputs:

- 150 hours of mentorship sessions
- 15 sales plans
- 15 pitch decks
- Training outline
- Training materials
- Video recordings of each training session
- Meeting minutes of each training session
- Screenshots.

## Expected implementation timeframe:

- Implementation will be based on specific needs of the targeted beneficiaries, and will be between April, 2021 – June, 2021.

## Qualification, Knowledge, and Experience

- At least a Bachelor's Degree in Marketing, Public Administration, Business, or any other relevant field.
- Personal flexibility and high motivation.
- Experience in similar projects and working in teams.
- Excellent interpersonal and communication skills in both Arabic and English.
- Excellent planning and administration skills.

To apply for this opportunity, please send your CV along with the Financial offer to [vacancies@leadersinternational.org](mailto:vacancies@leadersinternational.org) no later than 25/03/2021.



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## FINANCIAL OFFER FORM

FOR

**“MED Microfinance support system for start-ups – MEDSt@rts Project”**

Please fill in the table below and submit it along with your CV to: [vacancies@leadersinternational.org](mailto:vacancies@leadersinternational.org)

Name of subject: **Sales Mentor/ MEDSt@rts**

First Name, Last Name	
Address	
Mobile	
E-mail address	
Nationality (for tax purposes)	
Expected daily rate in <b>EUR</b>	



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