



EMPIRE FUEL

CAPE TOWN OFFICE
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Cape Town, South Africa

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SALES REPRESENTATIVE | RECRUITMENT ADVERT

Sales Representative - Cape Town

Empire Fuel is seeking a motivated, customer-focused sales representative to grow our fuel, fleet management and on-site tank services in Cape Town and surrounding areas. The successful candidate will identify new opportunities, build lasting client relationships and coordinate customer enquiries through to onboarding and service delivery.

Position	Sales Representative
Employment	Full-time, fixed-term contract for 6 months
Duty station	Cape Town, South Africa
Reports to	Management or designated supervisor
Applications	Submit a CV, brief cover letter and contact details for two referees to procurementmanager@efuelna.com . Closing date: 31 October 2026.

Key responsibilities

- Identify and approach businesses, mines, farms, transport operators, contractors and fleet owners in Cape Town and nearby areas.
- Promote Empire Fuel products and services, including bulk fuel supply, prepaid fleet management and on-site tank setup and storage solutions.
- Build and maintain a sales pipeline through client visits, presentations, referrals and consistent follow-up.
- Understand client requirements and coordinate quotations, proposals, onboarding documents and service requests with the relevant teams.
- Develop professional relationships with new and existing clients, respond to enquiries and help resolve service concerns.
- Monitor local market activity, customer needs and competitor offers; share useful information and sales opportunities with management.
- Work toward agreed sales and customer activity targets, maintain accurate client records and submit regular sales reports.
- Follow company procedures and protect confidential customer and business information.

Candidate requirements

- Grade 12 or equivalent; a sales, marketing or business qualification is an advantage.
- Previous experience in sales, business development or customer service is preferred; fuel, transport, mining or agricultural experience is an advantage.
- Confident communication, negotiation and relationship-building skills, with a professional and target-focused approach.
- Able to use email, spreadsheets and mobile applications for client communication and record keeping.
- Organized, self-motivated and dependable, with the ability to plan work and follow up consistently.
- A valid driver's licence and willingness to travel within the assigned area are preferred.

What success looks like

A growing pipeline of qualified prospects, new active customers in Cape Town and surrounding areas, repeat business, and clear, accurate sales reporting.