Scope of Work for Consultant – Green Energy Sales and Marketing Training 08/2/2019

**Project/Consultancy Title:** Sales and Marketing Training for Green Energy Businesses  
**Project Location(s):** Montserrado, Bong and Nimba Counties, Liberia  
**Number of Positions:** One (1)

Background
Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action — helping people triumph over adversity and build stronger communities from within. Mercy Corps has received funding from the Embassy of Sweden to help ‘equip young Liberians with the skills, information, and opportunities to find meaningful and sustainable employment or self-employment and to contribute to improving their lives and communities’ under the Prospects Phase 3 program.

**Summary Description of the Green Energy Component of the Program:**
Green Energy is a component of Mercy Corps PROSPECTS 3 grant that targets renewable energy activities with young people (age 18-35 years). The program will intentionally engage young people and other stakeholders to promote healthy environmental practices. The program will provide technical solar energy training for youth that would enable them to do minor repairs on solar products, provide seed funds for those interested in starting up businesses in renewable energy products. The program will also provide free training in sales and marketing for those engaged in, or interested in starting renewable energy businesses.

**Consultant Task:**
Mercy Corps is seeking a competent and experienced firm to provide sales and marketing training for micro and small businesses engaged in renewable energy activities, or those interested in starting renewable energy businesses. The consultant will be required to develop training materials (for participants) and aligned with a PowerPoint presentation for two full-day training (up to six hours per day) in each location on Sales and Marketing for Entrepreneurs engaged in or interested in Renewable Energy Businesses. The total amount of persons expected to be trained are one hundred and fifty (150) youth, 50 persons from each of the three counties; Monrovia, Bong, and Nimba.

**Consultant Activities:**
- Develop training materials and presentations for participants.
- Conduct pre and post-tests of the training.
- Provide Sales and Marketing training to one hundred and fifty youth from Montserrado, Bong and Nimba Counties.
- Develop and provide a detailed training report and present a copy of the training materials developed.

**Timeframe / Schedule:**
The training is expected to last for six working days, two days in each location.

**The Training Consulting Firm will report to:**
PROSPECTS Program Manager.

**The Training Consulting Firm will work closely with:**
PROSPECTS Green Energy Officer and the Youth Centers Team Members in the Counties.
Eligibility Criteria for Applicants:
All interested firms should kindly submit the following documents in one Portable Document Format, PDF, and with the subject line “Sales and Marketing Training Consulting Firm” to hr-tenders@merycorps.org or in hardcopy addressed and delivered to Mercy Corps Liberia’s office, Sophie Junction Opposite SOS Clinic, Oldest Congo Town, Monrovia, Liberia by 4:00pm Local time on August 9, 2019.

- Cover letter outlining capacities and experience with specific time availability
- An invoice for service charge inclusive of transport, accommodation, feeding, if the company is not within the counties mentioned
- Provide a copy of valid Business Registration (copy of proof)
- Provide a copy of valid Tax Clearance (copy of proof)

Additional Requirements and Experience:

- Prove of at least 3 years’ experience working with Liberian businesses in a business advisory role and/or training through the firm’s profile that includes a minimum of two references
- Provide CV/s of at least 2 trainers, with a minimum of three years’ experience.
- Provide Sales and Marketing Training Outline. This should be provided along with the application documents
- Possess previous experience with managing SME(s) challenges in Liberia (Proof of copy)
- Provide clear and detailed approach and method to be used in conducting a training (proof of copy)
- Excellent understanding of the Liberian business environment. (Proof of copy)