



LED LIECHTENSTEIN  
DEVELOPMENT  
SERVICE



SUSTAINABLE AGRICULTURE TANZANIA  
SOLUTIONS FOR A BETTER FUTURE

---

# TERMS OF REFERENCE FOR

---

**TRAINER (S) TO PROVIDE TRAINING ON CUSTOMER  
RELATIONSHIP MANAGEMENT FOR FRONT DESK OFFICERS  
FROM MINISTRY OF AGRICULTURE AND SUPPORTING  
STAFF FROM 29 AGRICULTURAL TUTORS FROM  
AGRICULTURAL TRAINING INSTITUTES**

**JUNE, 2022**

**SUSTAINABLE AGRICULTURE TANZANIA**

P.O. BOX 6369, MOROGORO-TANZANIA

Website: [www.kilimo.org](http://www.kilimo.org)

## **1.0. Overview**

Sustainable Agriculture Tanzania (SAT) is seeking to hire a Trainer(s) to conduct a customer relationship management training for front desk officers from the ministry of agriculture and supporting staff from 29 Agricultural Training Institutes. The trainer (s) is free to propose the methodologies and tools that will be used in the training. These Terms of Reference (ToR) serve as a request for proposals from individual consultants/firms interested in conducting this training.

## **2.0. About Sustainable Agriculture Tanzania (SAT)**

SAT is a local organization that was registered in June 2011 and complying with the NGOs Act 2002 as amended in 2019 with registration number 00NGO/R/833. SAT's vision is that "the majority of farmers are using acknowledged agroecological methods to improve their livelihoods, conserve the environment, and reduce pressure on natural resources". SAT collaborates with other stakeholders including farmers, Ministry of Agriculture (MoA), universities, organizations, companies and government extension officers to be involved in activities that are carried out by SAT. This holistic approach establishes an Innovation Platform, where dissemination, research, application and marketing and networking build the main pillars. SAT headquarters are in Morogoro with branch offices in 4 regions and operates all over Tanzania. SAT runs its operations through a number of donor-funded projects and the CISTI project is one of them.

## **3.0. About CISTI project**

SAT in collaboration with the Division of Training, Extension Services and Research (DTER) of the Ministry of Agriculture and with the support of LED started implementing the CISTI project in 2019 with the major aim of supporting the production of competent technical personnel who work effectively to meet the demand of Tanzania's agriculture sector, increasing climate resilience and strengthening livelihoods of smallholder farmers, thus alleviating poverty and food insecurity for sustainable development.

## **4.0. Objective of the assignment**

Success of any organization depends on how they treat internal and external customers. Customers need correct information from people whom they trust within an organization. To develop a customer centric organization, whereby employees will take responsibility of taking care of their customers is therefore very crucial.

The objective of this assignment aims at enabling participants to provide outstanding customer service and identify efficient and innovative ways of providing quality service within their respective Departments in the Ministry of Agriculture and Agricultural Training Institutes. It is also expected to motivate staff members to find innovative solutions to the challenges they encounter in executing their daily tasks. Therefore, the training provider shall include all the basic concepts and best international practices necessary to achieve the stated objective of this training program that is geared towards assisting organizations in identifying methods in building customer centric organization that will automatically improve organizational performance.

## **5.0 Expected outcomes of the training.**

At the end of the training, we expect that the trainees will be able to:

- Describe good customer service;
- Identify the benefits of good customer service;
- Identify customer service barriers in an organization;
- Demonstrate how to measure customer satisfaction levels;
- Develop Service recovery strategies;
- Identify techniques involved in dealing with difficult customers and those who are angry or upset;
- Formulate complaint management strategies;
- Develop a plan for implementing effective customer service;
- Highlight the importance of service standards and their impact on a customer's experience and
- Develop a customer retention strategy.

## **6.0. Methodology**

The facilitator is at liberty to use any workable methodologies based on his/her experiences in facilitating and teaching customer relationship management. The bottom line is that, whatever techniques that will be used, the trainees should get the most out of the contents to be delivered by the facilitator/trainer as stipulated on the item 4 and 5.

## **7.0. Expected deliverables**

The following deliverables are expected from the facilitator/trainer.

- i. Technical proposal indicating the detailed training methodologies, training contents, sources, three-day training program and training materials will be discussed and approved by SAT team before training starts.
- ii. Carry out face-to-face training to trainees for 3 days
- iii. Comprehensive training report of the training assignment
- iv. Deliver notes which may be shared in soft or hard copy materials
- v. An electronic copy of all training materials and contents including presentations, videos and other relevant materials on customer relationship management.

### **Note:**

*The training report will be produced after one week from the date of the training closure. Training notes and other resource materials should be provided during or at the end of the training.*

## **8.0. Time span of the training**

This training is expected to be carried out for a period of 3 days (from 11<sup>th</sup> to 13<sup>th</sup> July 2022).

## **9.0. Profile/consultancy requirements**

- The consulting firm must provide a maximum of two consultants as team members. Team members must carry at least a Master's in Human Resources

Management, Public Administration, Management, or related subjects, and they should be specialized in improving customer relationship management and best practices. They must have a minimum of 7 years' related experience.

#### **10.0 Proposed modality of payment**

Upon signing of the contract before the start of the assignment, a first instalment of 50% of the agreed sum amount will be paid. and then 50% after finishing the entire assignment and handing over the reports for the assignment.

#### **11.0. Points for consideration in evaluating expression of interests**

- Demonstration of clear understanding of the scope of the assignment
- Demonstration of the trainer's expertise, capacity and capability to undertake the assignment
- Clear budget cost for the entire assignment
- Evidence of past similar works done through samples and references
- Demonstration of innovative approaches/methodologies of undertaking the assignment
- Timely submission of the Expression of Interest (EOI)
- Clear proposed plan/timetable of the assignment

#### **NB**

***No phone calls or in-person applications will be accepted, so there is no need to follow up.***

#### **13.0. Application and Documentation**

Interested qualified trainers are invited to submit their applications. Trainers who meet the requirements should submit the following; application letter (EOI), Curriculum Vitae, technical proposal showing how you intend to achieve the stated objectives, previous experience (sample work and references), proposed five days training program and budget for undertaking the assignment. Please send your application electronically via [consultancy@kilimo.org](mailto:consultancy@kilimo.org) by **25<sup>th</sup> June 2022** with the subject line of email **Customer Relationship Management Training**. Review of proposals will be done on the **20<sup>th</sup> April 2022**. Award giving of the assignment to the suitable trainer will be on **28<sup>th</sup> June 2022**. **NB:** Deadline for submission of EOI will be on **25<sup>th</sup> June 2022 at 1700hrs East African Time**. Late EOIs and portions of EOI, shall not be accepted for evaluation irrespective of the circumstances. Only awarded consultant(s) will be contacted.