

*Sales Manager,*

<b>Job Title:</b>	Sales Manager	<b>Department:</b>	Commercial
<b>Reports to</b>	MD/CEO	<b>Grade</b>	
<b>Direct Reports</b>	Sales Representatives and Sales Admins		
<b>Job purpose</b>			
<p>The Sales Manager is responsible for leading and managing the sales team in an assigned region, overseeing sales strategies and activities to achieve revenue targets, and fostering strong relationships with all stakeholders. This role plays a critical part in driving business growth, ensuring customer satisfaction, and contributing to the company's overall success by implementing effective sales and commercial operations strategies while maintaining a high level of leadership, innovation, and adaptability. The Sales Manager will collaborate with cross-functional teams, identify market opportunities, and maintain industry knowledge to guide the organization towards vibrant and successful outcomes in the highly competitive manufacturing and construction industry.</p>			
<b>Key duties and responsibilities</b>			
<p><b>Sales Management:</b></p> <ol style="list-style-type: none"> <li>1. Develop and execute a comprehensive sales strategy to drive revenue growth and meet sales targets.</li> <li>2. Lead and motivate the sales team in the assigned region to achieve individual and team goals.</li> <li>3. Monitor field coverage activities to ensure that the team realizes set sales targets.</li> <li>4. Coordinate with other departments to ensure effective cross-functional collaboration and alignment of sales efforts with overall company objectives.</li> <li>5. Monitor and analyze sales performance metrics, identify areas for improvement, and implement corrective actions.</li> <li>6. Build and maintain strong relationships with key clients, consultants, dealers, fundis, and prospects.</li> <li>7. Collaborate with marketing and product teams to align sales efforts with product launches and promotional activities.</li> <li>8. Develop and maintain sales forecasts, budgets, and reports.</li> <li>9. Stay up to date with industry trends and the competitive landscape to identify new opportunities and challenges.</li> <li>10. Ensure the company is represented in Consultants' and Fundis' events to leverage these for business growth.</li> </ol>			

**Strategic Partnerships:**

11. Collaborate with strategic partners to identify opportunities for joint initiatives and maximize sales potential.
12. Build and maintain strong relationships with strategic partners, ensuring effective communication and coordination.
13. Identify and negotiate partnership agreements to expand the company's reach and revenue streams.

**Business Development:**

14. Engage in business development activities to identify new market segments and expand the customer base.
15. Conduct market research and analysis to identify potential business opportunities.
16. Develop and execute business development strategies to penetrate new markets and drive revenue growth.
17. Evaluate and pursue potential partnerships, acquisitions, or investment opportunities.
18. Conduct market intelligence activities to obtain data on the market and competitors for use in management decision making.

**Commercial Operations:**

19. Coordinate commercial operations in the assigned region to optimize efficiency and profitability.
20. Ensure effective pricing strategies and revenue management techniques are in place.
21. Monitor market trends and competitive landscape to make data-driven pricing decisions.
22. Oversee contract negotiations and ensure compliance with contractual agreements.
23. Receive and consolidate periodic sales projections for the assigned region and submit to the Head of Commercial in a timely manner.

**Team Leadership:**

24. Lead, motivate, coach, and develop the sales team to ensure high productivity and engagement in the assigned region.
25. Establish standards of performance and monitor staff performance through periodic performance reviews in line with the company's performance management cycle.
26. Conduct periodic training sessions for the sales team in the assigned region to ensure that they remain current on the company's products and services.

**Showroom and Client Interaction:**

27. Receive and walk-through prospective clients in the showroom (as applicable) to showcase the company's products and facilitate the related sales process.
28. Inspect and ensure that the showroom (as applicable) is well maintained to provide a good ambiance to clients and guests.
29. Ensure that clients are provided with accurate product information and quotations in line with the Company's sales policies and procedures.

**Administrative and Logistical Support:**

30. Provide administrative and logistical support to the existing dealers in the assigned region (as applicable) to ensure efficient delivery of the company's goods and services to customers.
31. Any other work that may be assigned to the jobholder from time to time.

**Working relationships****Internal Relationships:**

The Sales Manager will be:

- Directly accountable to the MD.
- Required to work with HR, Finance and Operations department.

**External Relationships:**

- Consultants
- Contractors
- Architects and Engineers
- Dealers
- Fundis
- Clients

**Knowledge, experience and qualifications required**

- Bachelor's degree in business administration, marketing, or any other relevant degree.
- 10+ years of experience in sales management, business development, strategic partnerships, or commercial operations, preferably in the Manufacturing Industry of Building and Construction Materials.

**Competencies****Technical competencies**

- Proven track record of meeting or exceeding sales targets.
- Strong leadership abilities with a focus on coaching and developing sales teams.
- Excellent communication, negotiation, and presentation skills.
- In-depth knowledge of sales techniques, strategic partnerships, business development practices, and commercial operations.
- Proficient in using SENRI software and other sales tools.
- Ability to travel as required.
- Ability to create a culture of vibrancy and success amongst the sales team.
- Strong understanding of the construction industry.

- Exceptionally self-motivated and directed.
- Exceptional service orientation.
- Demonstrated business acumen.
- Outstanding communication (written and verbal), interpersonal and facilitation skills.
- Ability to influence, collaborate, deliver and partner at senior levels in the organization.
- Ability to work well with people at all levels in the organization.
- Superior analytical, evaluative and problem-solving abilities.
- Strong persuasion and negotiation skills.
- Flexibility and adaptability.
- Innovative and creative thinking skills.
- Strong persuasion and negotiation skills.
- Open to change
- Calm under chaos

**Working Conditions:**

Is exposed to minimum disagreeable conditions in the environment. The jobholder has normal office facilities that include own workstation and access to a laptop.