

JOB DESCRIPTION	
POSITION TITLE	SALES TEAM LEAD
LOCATION	KIAMBU
<u>Role Brief:</u> The ideal sales lead will spearhead the sales department of the organization. They will be responsible for setting sales team goals, forecasting sales, planning itinerary, and reporting on day-to-day sales progress.	
ROLES AND RESPONSIBILITIES	
➤ Achieving growth and hitting sales targets by successfully managing the sales team ➤ Designing and implementing a strategic sales plan that expands company's customer base and ensure its strong presence ➤ Managing recruiting, objectives setting, coaching and performance monitoring of sales representatives. ➤ Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs ➤ Present sales, revenue and expenses reports and realistic forecasts to the management team ➤ Identify emerging markets and market shifts while being fully aware of new products and competition status. ➤ Identify and pursue opportunities for market expansion. ➤ Develop strategies to enter new markets and increase the organization's footprint. ➤ Gather and analyze customer feedback to improve products and services. ➤ Develop and implement training programs to enhance the skills of the sales team. ➤ Participate in high-level negotiations with key clients. ➤ Support the sales team in closing strategic deals. ➤ Cultivate and maintain key client relationships. ➤ Collaborate with the team to address client needs and concerns. ➤ Use customer insights to refine sales strategies.	

REQUIREMENTS & SKILLS

- Proven experience as a Sales lead or in a similar sales leadership role.
- Strong understanding of sales principles, strategies, and techniques.
- Excellent communication, negotiation, and interpersonal skills.
- Leadership and team management abilities with a focus on motivation and performance.
- Analytical skills to interpret sales data and make strategic decisions.
- Proven track record of achieving sales targets and driving revenue growth.
- Ability to thrive in a fast-paced and dynamic environment.
- Strong communication skills
- Creating and implementing a sales plan
- Meeting sales goals by monitoring progress
- Analyzing sales data
- Presentation skills
- Management and leadership skills
- Mentoring and coaching sales reps

Sales Manager Qualifications:

- Bachelor's degree in Business, Marketing, Sales, or a related field.
- Familiarity with CRM software and sales analytic tools.

Key Performance Indicators

- Sales Revenue: total sales, sales growth, monthly recurring revenue.
- Targets Achievement: Achievement of Monthly sales targets.
- Customer Database Growth: unlocking of new customers.
- Sales Team Efficiency: conversion rate, average deal size, sales cycle length.
- Customer value: customer acquisition cost, customer lifetime value, churn rate.
- Customer issues Resolution.