

<b>JOB DESCRIPTION</b>	
<b>POSITION TITLE</b>	<b>SALES MANAGER</b>
<b>LOCATION</b>	<b>LIMURU, KIAMBU.</b>
<b>INDUSTRY</b>	<b>FMCG</b>
<p>The sales manager will be responsible for setting sales team goals, forecasting sales, planning itinerary, and reporting on day-to-day sales progress.</p>	
<b>ROLES AND RESPONSIBILITIES</b>	
<ul style="list-style-type: none"> <li>➤ Achieving growth and hitting sales targets by successfully managing the sales team</li> <li>➤ Designing and implementing ideal strategic sales plan that expands company’s customer base.</li> <li>➤ Managing recruiting, objectives setting, coaching and monitoring sales reps performance.</li> <li>➤ Build and promote strong, long-lasting customer relationships.</li> <li>➤ Present sales, revenue and expenses reports and realistic forecasts to the management.</li> <li>➤ Identify emerging markets and market shifts while remaining aware of products and competition.</li> <li>➤ Identify and pursue opportunities for market expansion.</li> <li>➤ Develop strategies to enter new markets and increase the organization’s footprint.</li> <li>➤ Gather and analyze customer feedback to improve products and services.</li> <li>➤ Develop and implement training programs to enhance the skills of the sales team.</li> <li>➤ Participate in high-level negotiations with key clients.</li> <li>➤ Support the sales team in closing strategic deals.</li> <li>➤ Cultivate and maintain key client relationships.</li> </ul>	
<b><u>REQUIREMENTS &amp; SKILLS</u></b>	
<ul style="list-style-type: none"> <li>➤ Proven experience as a Sales manager or in a similar sales leadership role.</li> <li>➤ Strong understanding of sales principles, strategies, and techniques.</li> <li>➤ Excellent communication, negotiation, and interpersonal skills.</li> <li>➤ Leadership and team management abilities with a focus on motivation and performance.</li> <li>➤ Analytical skills to interpret sales data and make strategic decisions.</li> <li>➤ Proven track record of achieving sales targets and driving revenue growth.</li> <li>➤ Ability to thrive in a fast-paced and dynamic environment.</li> <li>➤ Strong communication skills</li> <li>➤ Creating and implementing a sales plan</li> </ul>	

- 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
- Key accounts performance. Close on key clients in the territory.
- Customer 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.
- Routes growth (Quantity vs NSV.
- Route servicing achievements.