

<b>JOB DESCRIPTION</b>	
<b>POSITION TITLE</b>	<b>SALES MANAGER</b>
<b>ROLE TYPE</b>	<b>FULL TIME FIELD ROLE</b>
<b>INDUSTRY</b>	<b>FMCG BEVERAGES</b>
<b>LOCATION</b>	<b>KIAMBU</b>

Role Overview: the selected candidate will be responsible for leading a team of four field sales representatives in their day-to-day activities. The personnel will also spearhead the setting of the sales team goals, forecasting sales, planning itinerary, and reporting on daily sales progress.

**ROLES AND RESPONSIBILITIES**

- Planning on growth and sales targets achievements with the team.
- Designing and implementing a strategic sales plan that expands company’s customer base and ensure its strong presence in the assigned territory.
- 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 client relationships.

**REQUIREMENTS & SKILLS**

- Proven experience as a Sales manager 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
- Presentation skills
- Management and leadership skills

#### **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.