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|  | <b>Position Description Manual</b> |
| Department: SALES   | Position Title: SALES MANAGER      |
| Effective Date:   | Revision No.:                      |

## I. REASON FOR EXISTENCE

Responsible for the development and performance of all sales activities in assigned market. Direct a sales team and provide leadership towards the achievement of maximum profitability and growth in line with company vision and values. Establish plans and strategies to expand the customer base in the marketing area and contribute to the development of training and educational programs for clients and sales team.

## II. DUTIES AND RESPONSIBILITIES

1. Develop a business plan and sales strategy for the market by creating programs and tools necessary to ensure attainment of company sales goals and profitability.
2. Responsible for the performance and development of the Sales team by conducting training, coaching and mentoring to achieve Sales targets.
3. Monitor the sales leads and prospects of the team by discussing and evaluating the action plans and progress during the one-on-one or weekly meeting to build pipeline.
4. Develop action plans by brainstorming with Sales Team to penetrate and create new markets.
5. Motivating team members by making his team work a single unit ie he must ensure team members don't fight amongst themselves and share cordial relationship with each other towards a common objective. – get from other JD of manager
6. Conducts by one-on-one review with all Sales Executives to build more effective communications, to understand training and development needs,

and to provide insight for the improvement of Sales Executive's sales and activity performance. – get from JD of other managers

7. Provides feedback to senior management regarding Sales performance through timely reports.
8. Recruits, tests, and hires Sales Executives by setting criteria agreed upon to senior management.
9. Responsible for not only selling but also maintaining and improving relationships with the client by periodic visit and providing small/simple token of appreciation to customer.
10. Negotiate and sell all goods and services of the company to target accounts by approaching and probing potential customers who have logistical needs to meet company's budget.
11. Create pipelines by attending exhibits, networking, and researching, analyzing market trends to generate more business opportunities .

### **III. QUALIFICATIONS**

1. Five (5) years of experience in sales management.
  2. Extensive experience in all aspects of Supplier Relationship Management.
  3. Strong understanding of customer and market dynamics and requirements.
  4. Willingness to travel and work in a team of professionals.
  5. Proven leadership and ability to drive sales teams.
- Get from BDM

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