



<b>Job Title</b>	Area Sales Manager
<b>Location</b>	Mpumalanga, Gauteng South, Limpopo, and Eastern Cape
<b>Industry</b>	FMCG Sales
<b>Salary</b>	± R 62,5K p/month (± R 750K p/annum)

### Job Purpose

Responsible for the development and performance of all sales activities in HFS in the area of responsibility. Responsible for the development and performance of Sub-D's area of responsibility. Staffs and directs a sales team and provides leadership towards the achievement of maximum profitability and growth in line with the company vision and values. Establish plans and strategies to expand the customer base of the T3 area of responsibility.

### Responsibilities

#### Sales Time Split 50%

- Implement annual sales plans by analysing trends and results.
- Implement specific plans to ensure company sales growth in all company's products.
- Develops the customer base and maintains the strong relationship both with the customers and suppliers.
- Implements maximisation of these sales and overall profitability through the satisfaction and retention of customers.
- Drive the Golden store and Perfect store according to Suppliers guidelines.
- Plans and perform sales activities for product promotion and market share increase.
- Implements and products shelf positioning and constantly works on market shelf share increase.
- Responsible to co-ordinate and allocates the limited resources for ensuring efficient and stable sales results.
- Increases the efficiency and profitability of the sales team.
- Implements cost control in line with agreed objectives and plan.

#### People Management Time Split 40%

- Oversee the activities of the team to ensure effective delivery of the T3 plan.
- Develop a high performing team by embedding formal performance development and informal coaching.



- Encourage frequent knowledge sharing between team members.
- Determine and analyse development needs for the team and ensure that identified training requirements are budgeted for and executed.
- Establish and maintain a succession plan for the team.
- Interview and recruit new members of the team, including determining appropriate compensation levels with input from Human Resources.
- Create effective workforce and recruitment demand plans to ensure that current and future business requirements can be met.
  - Plans should be revised at least twice a year.
- Review and update the department's organisation structure and role description on at least an annual basis to ensure that they are fit for purpose and contain all the accountabilities of each team member.
- Motivate to and obtain approval from the Head of T3 for any additional headcount for the team.
- Approve leave requests for the team members and create leave plan to ensure adequate coverage.
- When required, initiate disciplinary processes for team members calling on support for Human Resources when required.
- Resolve grievances raised by the team members and escalate only if required.
- Address poor performance of any team member through the formal Performance improvement programme and ensure that continued poor performance is appropriately dealt with.
- Motivate team members and ensure that their efforts are recognised.
- Participate in the implementation of Climate Survey actions for the team.

#### Company

Time Split 10%

- Develops and deploys all Company policies, practices, and procedures within the department.
- Manage the risk elements of the business according to Company objectives.

#### **Job Scope**

#### **Main Challenge**

Create and maintain a highly motivated sales organisation to drive growth of the sales and market share of Tier 3.



## Work Interfaces

Job Title	Work interface description	Internal/External
Divisional Managers	25%	Internal
Staff & Line Managers	25%	Internal
Supplier	25%	External
Customers	25%	External

Number of employees who report to position 100 (Direct)

Description of work environment Office & Field

Type of job Full-time job

Working Hours (Time of start and time of finishing, if different than normal office hours)

## Formal Learning Required

Preferred Qualification Minimum BA Degree in Marketing, or Sales, or Business Studies

## Experience

Required A minimum of 4 years' of related experience in Sales Management

Preferred Sector FMCG

## Languages

English	Low	Medium	High	Excellent
Reading			X	
Writing			X	X
Speaking			X	X



## Skills Required

### Qualification and Skills Necessary

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- Problem-solving and analytical skills to interpret sales performance and market trend information.
- Strong understanding of customer and market dynamics and requirements.
- Proven ability to motivate and lead the sales team.
- Experience in developing marketing and sales strategies.
- Excellent oral and written communication skills, plus a good working knowledge of T3 customer profile.
- Excellent sales and negotiation skills.
- Initiative, drive, and enthusiasm.
- Good planning and organisational skills.
- The ability to work calmly under pressure.
- Good budget and report writing skills.
- Presentation skills, written and verbal.
- Change management skills.
- Risk management.

Success Drivers: Select the 3 – 4 **most critical** for this position

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Leadership	<u>Solutions</u>	Innovation	<u>Result Oriented</u>	<u>Collaboration</u>	<u>Capacity</u>	Mastery
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## Computer Skills Required

### Specific Programmes Required

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- Working knowledge of MS Office Programmes.