



INTERNAL VACANCY NOTICE

Date posted:	Tuesday, 06 June 2023
Closing date for applications:	Tuesday, 13 June 2023

Job Title	National Sales Manager
Location	Criterion - Isando
Reporting to	Managing Director

APPLICANTS THAT DON'T MEET THE QUALIFICATIONS AND EXPERIENCE WILL NOT BE CONSIDERED FOR THIS POSITION

1. MAIN PURPOSE OF THE ROLE

The National Sales Manager is a key role which is responsible to assist in recruiting, retaining, motivating and leading an effective Sales team to meet the annual sales budget, and customer satisfaction levels as determined by the organisation.

2. Formal qualifications

Minimum Required

Tertiary Education in Sales and Marketing

Advantageous

B.Comm Degree in relevant field

Finance certification

Marketing Diploma

3. WORK RELATED EXPERIENCE

Minimum Required

Type of Experience	Industry	Nr of years
Sales and marketing experience	Forklift	10 years
Understanding of Operating and Finance leases with full maintenance	Forklift	5 years
People Management Experience	Capital Equipment	5 years
Technical appreciation and understanding	Forklift	5 years
Dealings with customer interactions on a regular basis	Capital Equipment	5 years

Advantageous

Dealings with suppliers and principles	Forklift	5 years
--	----------	---------

Product Knowledge	Forklift	5 years
-------------------	----------	---------

4. KEY PERFORMANCE AREAS (KPA's)

KPA 1: Grow Criterion Equipments's footprint and market share within South Africa, as well as Sub-Sahara Africa

KPA 2: Develop growth and retention strategies for targeted industries, customers and products

KPA 3: Strategic customer relationship management within targeted customer base

KPA 4: Sales Organisation support

KPA 5: New equipment performance attainment

KPA 6: Develop and maintain company CRM system

6. DETAILED KEY PERFORMANCE INDICATORS (KPI'S)

KPA 1: Grow Criterion Equipments's footprint and market share within South Africa, as well as Sub-Sahara Africa

Assist management in developing Criterion Equipment's growth strategy, to include customer targeting strategies for Electric forklift trucks

Assist management in developing Criterion Equipment's growth strategy, to include customer targeting strategies for IC forklift trucks

Support branches in establishing and developing a dealer network in their respective geographies

Identify new business opportunities, market opportunities or market niches
Research competitor offering activity in identified customer segments
Effective management of procurement and pricing of products
Efficiently (within 48 hours) dealing with all customer queries and complaints from branches, customers, dealers and suppliers
Effectively manage the relationships with suppliers by efficient feedback and follow up procedures
Review the sales force pipeline / funnel and area coverage on a daily basis
Review and assist, where required, the sales force with deal structuring and pricing
Assist with monitoring of stock availability and allocation
Evaluate debtors to follow payments and invoicing processes
Liaise with the parts / technical / workshop departments for sales related queries
KPA 2: Develop growth and retention strategies for targeted industries, customers and products
Understand targeted industries, as well as customers' buying processes, operating environment and material handling needs
Ensure long term sales growth and profitability within given industries
Ensure the effective marketing and sales of divisional products by:
* understanding the market
* understanding the product range
* consult with relevant websites, obtain pamphlets and review advertisements in relevant media to identify and discuss opposition products; prices and strengths
Determine and review the advertising plan
Compile and check advertisements and articles
Calculate and distribute pricelists to the network (in conjunction with the MD)
Handle product enquiries and ensure that product specs are correct for market and orders in conjunction with MD
Manage and arrange sales campaigns
Assist with tender compilations
KPA 3: Strategic customer relationship management within targeted customer base
Act as the main point of contact for identified customers
Distribute a sales figure comparison with the budget to manager and discuss the plan and market share
Conduct business research including market size; share and growth assessments; feasibility studies; reputational audits; customer satisfaction measurements; brand awareness measurements; competitor analysis and supplier evaluations:
* identify information required
* Assess internal resources
*conduct primary and secondary research
*disseminate information
* register target market intervention
*track determined sales
* report against objectives
Participate in new product development / identification of new associated products
KPA 4: Sales Organisation support
Assisting Branches by offering strategic sales support for identified industries or customers
Support Marketing Department in growing Criterion Equipment's digital presence, to include active campaigns
Management and reporting of Sales Organisations KPA's
Coaching and mentoring of the sales force
Determine staffing requirements; interview and recruit sales employees according to HR best practices utilising competency based interview techniques and psychometric assessments as per HR Guidelines

Approve leave and ensure optimal staffing situations at all times		
Conduct Performance discussions with sales staff, explaining critical performance areas (KPA's) and performance indicators (KPI's) as well as behavioural competency requirements		
Ensure that training and development of self and sales staff takes place in order to grow technical depth and capacity within the business by identifying development areas and assist in the self development process		
Integrate development needs into the individual development plans and discuss career planning with all sales staff bi-annually		
KPA 5: New equipment performance attainment		
Ensuring that Criterion Equipment's sales budgets and targets are met, both from a revenue and profit perspective		
Ensure effective management of daily administration tasks including workplace tidiness, telephone manner and general administration		
Weekly update and management of sales revenue and stock forecasts		
Manage call reports, communication, travel and any other expense reports		
Ensure the adherence to all relevant business processes related to the role		
KPA 6: Develop and maintain company CRM system		
Ensure effective implementation, maintenance and use of company CRM system		
Management and reporting of Sales Organisations KPA's (Coverage, conversion, Lost sales, planning and scheduling etc.)		
6. WORKING CONDITIONS AND ENVIRONMENT		
Stipulation	Y/N	Comments
Overtime	Y	Only out of office hours when travelling
Stand By	Y	Telephonic support as and when required
Nr of employees in department	Sales Team	
Nr of employees branches	N/A	
Total Annual Salary Bill	N/A	
Does this person has a financial influence over the sales turnover - stipulate the value	Yes	TCM = R100M
Does this person have an influence over the assets - stipulate the value	Yes	

Does this person have an influence over the budgets - stipulate the value	Yes	Annual Target sales achievements per individual
Does this person have an influence over the net profit of the organisation - stipulate the value	Yes	TCM = R30M
System Related Knowledge	Yes	CRM; MS Office
Potential career paths from this role - within division	MD	
Potential career path from this role - within CEG	Branch Managers or MD of other Divisions and/or Branches	
Types of communication with Managers, Peers and Sub ordinates	Written, Oral, Telephonic, face to face	
Structured versus unstructured work (non routine)	Criterion = 50 % structured; 50 % unstructured	
Impact of decisions on co-workers or company results	Sales decisions, a limited scope on pricing, transport decisions all within defined structure - only influencing these - medium impact	
Direct face to face discussions - internal	Daily - both mediums	
External communication ability	Customers; Banks, Suppliers, Transporters	
Frequency and level of decision making	Daily	
Other Stressors	Administration, Stock availability; Financing; Exchange rate; Challenges in CRM; Target Driven Role; Fulfilling customer demands, High Self Discipline	
After appointment, how much on the job training / familiarisation is required to become competent in the role (up to 3 mths; 4 mths; 6 mths; 9 mths; a year; 15 mths; 18 mths)	3 months	
Level of problem solving (Complexity, involving more than one area of business; financial risk; new territory; significant research; unchartered territories)	Operational problems such as stock availability, transport, opposition pricing; workshop response times	
Type of verbal / written communication (Project Briefs; Legal Documentation; articles; negotiations on senior levels; changing practices; changing strategies; strategic direction)	Presentations, Very high communication skills	
7. BEHAVIOURAL COMPETENCIES		
Decision-making		X
Leadership		X
People Management		X
Customer Focus		X
Interpersonal Sensitivity (EQ)		X
Conflict Management		X
Stress Management		X
Influencing Skills		X
Communication Skills		X
Presentation Skills		X
Writing and Reporting Skills (E-MAIL)		X
Innovative Skills		X
Strategic Skills	X	
Planning and Organising		X
Entrepreneurial Skills		X
Appointments will be in line with the Company's Employment Equity Policy		
<p>HOW TO APPLY?</p> <p>Interested candidates who meet the above criteria are requested to email their CV to Nico Karsten at NicoK@ceggroup.co.za by no later than 13 June 2023 at 16h00 .</p> <ul style="list-style-type: none"> • HUMULANI is an equal opportunity employer and all appointments will be aligned to the Company employment equity strategy. • Should we not contact you within 14 days of the closing date of this advert, kindly regard your application as unsuccessful. 		