

Role Specification – Internal Sales Manager

Objective(s)

To drive and oversee the activities of the Weldability Sif Internal Sales Team, with a primary focus on developing relationships between team members and their distributor and end-user customers, in order to enhance levels of business. To increase team proactivity, revive dormant customers, achieve increased order frequencies, increase transaction values, and broaden the product mix per order.

To supervise, monitor, motivate and direct the proactive efforts of your Team, by analysis of metrics and key performance indicators (KPIs), prioritisation of team workload, identification & removal of bottlenecks in team workflow and ensuring tenacity in following-up and converting their sales pipeline to orders.

To lead by example in achieving continued success from managing your own distributor and end-user customers, executing a strategy to grow their spend and staying ahead of your call planner and KPIs.

Key Duties & Responsibilities

- Managing the sales cycle to ensure a high level of fast quote-to-order conversion.
- Monitoring Internal Sales Team Dashboard/Planner KPI and mentoring them in best practice.
- Actioning *RedList* entries, adjusting price code & carriage-free level, 'de-promoting' low value clients
- Managing team member timekeeping and maintaining phonenumber staffing capacity (logged in/out).
- Pre-qualifying new incoming sales leads to ascertain potential and choose optimal supply-route.
- Being the primary responsible person for Trade-Counter visitor sales via iPad/iZettle ePOS or Cash.
- Attending monthly 'Heads Of Department' meetings for strategy development and troubleshooting
- Handling incoming sales team calls from existing and potential customers company-wide.
- Making proactive outgoing sales calls to allocated existing and potential customers.
- Entering orders, logging call notes, tracking opportunities and sharing information via CRM.

KPIs & Incentives

Key Performance Indicator	Objective	Incentive
Team Daily Order Values	Reward personal contribution to handling and processing daily team order throughput	% Order Commission
Client Monthly Growth Target	Reward account handlers for allocated customer performance in line with sales growth target	% Revenue Growth Bonus

Qualities & Attributes

Motivated; goal-oriented; respectable; interpersonal; confident; articulate; strategic; resourceful.

Reporting To :

Sales Director, Commercial Director, Managing Director.

Supported By :

Internal Sales Team, Sales Support.



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