

Country Commercial Manager

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Company: Boardroom Appointments

Location: Lusaka

Category: other-general

Purpose of the Role:

Set national sales priorities aligned to regional sales strategy

Build a team of Sales Experts to grow footprint and recognition and achieve Budget Gross Margin objectives

Non-negotiables: Must have an understanding of the local market (Zambia) dynamics, strategic mindset and a strong business development individual

Responsibilities:

Sales target and marketing strategy definition

Define and own Country Gross Margin target (i.e. Commercial Budget) in connection with the regional objectives and in line with the Country Managing Director's expectations

Define the overall Sales & Marketing strategy of the entity with the aim to achieve the targets in all the strategic clusters: Key Accounts, Field Sales priorities, Verticals, Corridors

Define the communication strategy and action plan with the objective to create brand awareness and visibility

Knowledge of mining sector from the Copper Belt region (Zambia / DRC) is a plus

Sales management

Elaborate commercial plans of action and schedule of work

Define and allocate portfolio

Organize Sales Team with the use of CRM tool

Set up sales staff objectives

Review sales objectives through weekly and monthly meetings

Participate in and supervise hiring of sales candidates

Customer sales support

Customer sales support team organization

Customer satisfaction evaluation (survey, customer complaints)

Customer relationship building with key clients

Team management

Set up sales incentive scheme (commission) in line with financial objectives (Budget) and qualitative objectives (SL, Data quality within CRM)

Performance assessment

Team building

System control and compliance

Supervise good use of CRM application and implement any Best Practices to ensure full Data Quality compliance

ISO compliance with sales activities

Ensure the efficient communication channel in sales team

Reporting

Participate in management meetings

Implement monthly business Flash Report

Budget report

Minimum Qualifications & Experience

Matric (tertiary qualification preferred)

Excellent communication skills

At least 5 years in the clearing and forwarding industry, 2 of which at management level

Sales experience (Proven industry related sales track record)

Non-negotiables: Must have an understanding of the local market (Zambia) dynamics, strategic mindset and a strong business development individual

RULES AND REGULATIONS

Ensure all work is carried out in accordance with the departmental and company procedure manual

Ensure that I understand the Rules and Regulations of all statutory bodies

Ensure that the company principles are adhered to

To be fully aware of and comply with current responsibilities and requirements of the relevant Acts, Regulations, and standard applicable Quality, Health and Safety policies and procedures to maintain a safe workplace

Report all hazards, incidents, and injuries in accordance with legislation and company reporting procedures

Participate in programs and assessments to improve IMS system in the workplace

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Cross References and Citations:

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