

Head of Sales

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Company: Recruitment Matters

Location: Lusaka

Category: other-general

Overview

Our client an IT equipment provider, is looking for a Head of Sales to join their team; **Duties and responsibilities include but are not subject to;** To achieve consistent growth in the Group's customer base and national sales figures by: i. managing the activities of the sales team so that current activities are optimised and new business growth is achieved;

ii. supervising, directing and assisting the decision making of the sales team so that they are motivated and trained for optimum performance and achieving/exceeding the sales targets; and, finally;

iii. carrying out competitive negotiations at a senior level and contributing as a member of the management team to the ultimate success of the company as a whole and the achievement of its strategic objectives.

Build long-term client relationships and cultivating service opportunities by leveraging the company portfolio

to deliver breakthrough results to clients within their industries. **Sales Management**

The role of the Sales Manager requires four primary components: A Management System (hard skills), Cadences (hard skills), Ability to Hire Effectively (hard skill) and Coaching (soft skills):

Management System: People do what managers measure. Setting and measuring meaningful KPIs (Key Performance Indicators) appropriate to each individual direct report, structured to

deliver against the Sales Manager's own individual Sales Operating Plan. Implementing structured, meaningful and appropriate processes, systems and meeting plans.

Because of the diversity and extent of the Sales Manager's job, it is not possible to be consistently effective without a formal management system to focus activities on the 20% that will deliver the required results. Without a management system, Sales Managers will not be masters of their own destiny and their success will depend on the effectiveness (unmanaged) of the individuals' reporting to them.

Many Sales Managers under pressure from higher management, fall into the trap of being 'victims of circumstance' and push (not coach) their subordinates for results. The professional Sales Manager understands the Cause = Effect equation and implements the discipline of pipeline sanitisation, Score Card processes, system, measurements and cadences to enable effective coaching for the results to be achieved consistently.

Cadences: Conducting appropriate (disciplined) reviews with each direct report. If you can't measure it, you can't manage it. It is the role of the Sales Manager to hold staff accountable for the achievement of the results. Without a formal review process in place, it is not possible for the Sales Manager to understand everyone's game plan and will then be unable to provide the leadership and effective coaching required to achieve results through other people. The review process needs to cover at least the following:

To regularly sanitise the sales pipeline and resultant forecast and adjust as necessary

Review the Gap (target vs actual)

Determine if the pipeline is sufficient to cover the gap

If not, to jointly craft appropriate strategies to generate additional pipeline

To review the strategies to win each major deal

To review Account Plans (if/when appropriate)

To review and hold staff accountable for agreed actions

Hiring: Effective Sales Managers use Target Selection Interviewing (TSI) techniques against defined JDs and critical competencies to achieve at least 2/3rds good hires which have a

profound effect on their revenue generation capability

Coaching: To provide a motivating environment for his/her staff. To manage, coach and lead as appropriate based on the outcomes of the reviews and field interaction with customers, colleges and stakeholders. Coaching is critical and vital, but only effective if applied against the above outcomes

Maintain an extensive network of internal and external contacts to ensure that the company is optimally placed in its understanding of business, economic, political and commercial challenges and opportunities.

Manage the political landscape of the “Buying Centre” using the MCS (Managing Complex Sales) Deal Sheet for large deals to achieve the desired outcomes.

Lead relationship building initiatives with Principal Vendors including playing the lead role in negotiations with respect to pricing & procurement control.

Educate and keep the Sales team up to date on sales and business trends that affect the company.

Coach, support, mentor and challenge subordinates in the application of effective operations practices, provide advice and guidance on complex issues to minimise risk and ensure performance.

Provide the team with an empowering view of the company’s mission, vision, values and the key strategic objectives so that these stakeholders are fully aware of the current as well as future opportunities and challenges.

Sales and operations management

Recommend and manage the P&L and budget for the relevant business unit within the company and monitor financial performance so that the business is aware of anticipated costs and revenues, areas of unsatisfactory performance and improvement opportunities and that the team focuses on delivering against P&L targets to meet the company’s financial performance targets.

Lead demand-generating marketing and sales activities in the assigned market for the assigned solution.

Convert sales opportunities to wins and invoice. Track billing and survey customer satisfaction

Source and distribute relevant thought leadership and marketing material to customers.

Advise the Pricing and Decision Support function on the most appropriate solution Pricing Schedules to be applied during bid / proposal / quote development.

Manage all targeted company accounts customer relationships in collaboration with Pre-Sales and Service Delivery Management.

Collate detail on new business (pipeline, pending and actual new business) and present the progress and successes of performance against the Business Development objectives, targets, as well as against competitive benchmarks.

Attract new relationships with new customers by supporting collaborative sales efforts.

Collaborate with the group of Companies to leverage opportunities in our chosen industries.

Actively drive and follow through on qualified opportunities. Establish ongoing productive and professional relationships with key personnel in assigned new customer accounts; and provide continuous, accurate and consistent feedback to prospective customers.

Key Skills;

Sales strategy and management

Operational management

Financial and budget experience

Knowledge of IT hardware and IT solutions sales and related services

Risk, governance and business continuity

Scope of regions managed

Team sizes managed

Hands on client relationship management

Key Qualifications;

Business Management degree or equivalent qualification

Management/Leadership program

MBA or equivalent qualification (Desirable)

At least 8 years progressive experience within a professional services business, including the demonstrated ability to manage, deliver and grow a professional services/solutions practice.

At least 8 years solutions sales experience with a documented successful track record in selling high end services, rich and complex IT solutions in the relevant industry.

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