

REGIONAL SALES MANAGER – LUBRICATES/OILS X 02

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Company: BEM Consult

Location: Lusaka

Category: other-general

Description:

Job Purpose

The Regional Sales Manager will take the lead in promoting the lubricates products and services in order to increase overall market share and profitability of the business in Lusaka, Solwezi and Copperbelt regions. Establish sales relationships with existing and prospective customers through industry and product knowledge deploying a solutions-based approach. Achieve maximum sales profitability, growth, and account penetration within an assigned territory and/or market segment by effectively selling environmental control equipment for the oil upstream and midstream sectors.

Summary of Key Responsibilities:

Work closely with the CEO/GM to set short- and long-term sales strategies and evaluate effectiveness of current sales programs.

Establish and maintain business relationships with current and prospective customers in the assigned territory/market segment to generate new business for the company's products and services.

Plan frequent customer visitation and address all raised concerns promptly

Makes telephone calls, in-person visits and presentations to existing and prospective customers at corporate and/or regional headquarters.

Maintain sales volume, product mix and selling price by keeping current with supply and demand, changing trends and economic indicators in the Petroleum sector

Research sources for developing prospective customer's information to determine their potential.

Work with the team to prospect for new clients in order to increase segment sales and market shares.

Oversee the gathering of market intelligence in the Oil/Lube market including competitors.

Plan and organize personal sales strategy.

Work with the HR Department on Sales Rep recruiting, Sales Department objectives setting, coaching and performance monitoring of sales representatives

Implement national sales programs by developing field sales action plans

Plan to ensure achievement of divisional and personal target, aligning with company sales policies and strategies.

Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target and KPI target are met

Supply senior management with oral and written reports on customer needs, problems, interests, competitive activities and the potential for new products and services

Support organizational success with timely communication and coordination with other sales team members.

Keep abreast of product applications, technical services, market conditions, competitive activities and advertising and promotional trend through the reading of pertinent literature.

Participate in trade shows and conventions.

Create and maintain a focus on company HSEQ policies and procedure

Required Skills and Competencies

Excellent Communication Skills

Good negotiating skills

Strong leadership skills

Self-motivated individual with a strong bias toward action

Attention to detail

Result Oriented

Good Problem Solving Skills

Good numeracy and presentation skills

Ability to work in a fast-paced environment

Good commercial awareness

Trusty-worthy

Primary Areas of Accountability:

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