

1.1.1.1. Sales Executive

POSITION SUMMARY

TITLE:	Sales Executive	BENEFITS:	Commission
DEPARTMENT:	Commercial	LOCATION:	Head Office
REPORTS TO:	Regional Sales Supervisor	Territory:	As specified by Regional Sales Supervisor
Travel Requirement:	On need basis	Work Schedule:	Full-time

The Sales Executive is responsible for establishing distribution networks, secure market penetration, as well as ensure brand visibility and availability in the efforts of meeting preset revenue targets and target brand index within the assigned territory and/or market segment. He/she should effectively identify potential shops/customers. This position is also responsible to follow up on potential customers until distribution contract signature.

ESSENTIAL DUTIES

Managerial/Supervisory Duties

None

Operational Duties

1. Create, maintain, and keep updated the customer/shop database by channel (within assigned territory)- these channels include:
 - a. Electrical material shops
 - b. Mass merchandisers as well as electronic appliances shops
 - c. Telecom/telephony shop
 - d. Automation and security shop
 - e. Hardware shops
 - f. Aluminum and glass shops (curtain, shutter, etc.)
2. Achieve pre-set targets by executing the day to day sales

3. Prospect for leads through making phone calls, field visits, media and internet research, participating exhibitions, tradeshow and conventions, networking with industry professionals, etc. within assigned territory
4. Discuss and explain to potential customers the Company's products functionalities and competitive advantage as well as expected return on stock purchased by the customer
5. Present draft sales offer to client and negotiate prices and terms of sales and service agreements
6. Respond to all customer commercial inquiries including list of products, prices, availability, product uses, and credit terms
7. Monitor and manage sales cycle through:
 - a. Feeding the pipeline with new leads in the efforts to ensure future target sales
 - b. Maximizing product mix in existing points of sales through upselling and cross selling Company's brands
 - c. Closing deals – making distribution contract
8. Report on daily basis to Regional Sales Supervisor on all identified leads, field visits, sales lifecycle of prospects, deviation from target sales and brand index, and planned action per line item
9. Complete on weekly basis the market intelligence report (competition, market trends, product positioning, customer taste, encountered emerging technologies, etc.) and update such reports on need basis
10. Report occurring operational issues and handle customer complaints in in a timely manner, suggest solutions or escalate them as appropriate in order to ensure operational effectiveness and customer satisfaction
11. After deal closure, ensure proper hand-over of the client and related file to the Account Management function
12. Support the Account Management and Collection functions, on need basis, to ensure customer satisfaction, potential cross-selling/upselling and timely collection of invoices

Personal Qualities

13. Display a high degree of professionalism and integrity with customers, vendors and staff
 14. Promote goodwill by being courteous, friendly and helpful to managers and fellow employees
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SECONDARY DUTIES

The Sales Executive performs duties specific to the position and other functions as assigned by the Head of Sales.

POSITION REQUIREMENTS

These specifications are general guidelines based on the minimum education, experience, and skills normally considered essential to the satisfactory performance of this position. Individual abilities may result in some deviation from these guidelines.

Education Requirements

- A bachelor's degree in Business from a four (4) year accredited university with a minimum of one (1) year of related experience
- Good oral and written communication skills in Arabic and English

Experience Requirements

- Experience in sales and account management
- Good knowledge about competitor brands, products, prices and country of origin and their distributor in designated territories

Managerial/Supervisory Skills

None

Operational Skills

- Customer Service Skills
- Exceptional Communication Skills
- Good organizational and time management skills
- Exceptional follow-up
- Result oriented

Interpersonal Skills

- Good ability to use creativity and innovation in dealing with complex problems involving multiple facets and variables in non-standardized situations
- Good ability to interact with staff and clients in a fast paced environment, sometimes under pressure, while remaining flexible, proactive, positive, presentable, resourceful and efficient

Working Conditions

- Must be in good physical condition

- Position activities are mainly outdoors
- Work outside of normal working hours may be required

PERFORMANCE EVALUATION CRITERIA

Perspective	Measure	Target
Financial	- % deviation from target revenue (by brand)	- %
Customer	- % increase in YoY new customers	- %
Internal Processes	- Average conversion rate of leads to clients - Brand index (by customer) - Penetration ratio by channel	- % - # - %
Learning & Growth	- % of competency gap closed - Number of training hours attended	- xx% - Number of training hours per year

Position IT Access Rights

Application		Status
ERP (Sales Module)		View - Edit
ERP (Procurement Module)		View
ERP (Stock Module)		View
Domain Controller		No access
Antivirus		No access
Data Base	ERP (Sales Module)	No access
	ERP (Procurement Module)	No access
	ERP (Stock Module)	No access
Files and Folders		Work area - Own folder

The Company reserves the right to change this position description at any time according to business need