

	JOB DESCRIPTION	Appendix No. 04	
		Rev. No.	02
		Issue No	01
		Issue Date	01 - 11 - 2012

Job Family: Sales
Job Level: Support
Job: Senior Executive-Sales
Position: Senior Executive-Sales
Job Grade:

Job Purpose:

To sell products and services to ensure that the targeted sales figures are achieved with high customer satisfaction.

Key Responsibility Areas:

- Sell products/services of the organization as per the set targets and norms.
- Develop relationships with new and existing customers and provide them relevant information about the product/services to achieve target sales.
- Develop business process and personal relationships with key corporate clients to ensure customer satisfaction loyalty and retention.
- Monitor sales achieved versus target to proactively initiate corrective actions to ensure the set targets are achieved.
- Ensure the timely delivery of the product to gain maximum customer delight.
- Manage the inventory ordered against the forecast and ensure that inventory levels are optimal at all times.
- Responsible for sales planning on a monthly, quarterly and annual basis through rolling forecast and converting them into timely orders from the customers.
- Responsible for customer visits in order to build expectations to increase the business size.
- Responsible for identifying opportunity for improvement in gross margin.
- Review sales price to ensure that deviations from the plan are highlighted and corrective measures are taken.
- Ensure receivables are reviewed in a timely way with the customers and ensure that the outstanding receivables are secured and paid in accordance with the credit terms agreed with the customer.
- Research new market opportunities and map out potential customers and competitors
- Prepares and distributes various sales reports.

Competencies Required:

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- Thorough knowledge of product and complimentary products.
- Strong communication skills.
- Strong negotiation skills.
- Knowledge of principles and processes for providing customer and personal services.
- Knowledge of market place, competitors, potential business opportunities.
- Knowledge of current sales and promotions, policies regarding payment and exchanges and security practices.
- Ability to make effective sales call and handle walk in clients.

Educational Qualification:

- University Graduate.

Experience:

- 5-7 years of relevant industry experience with 2 years in similar role.

The above represents an overview of the key responsibility areas.

I hereby agree and accept to fulfill the same.

Details	Name	Signature
Position Holder		
Reporting to		
Head of the Department		

Date: