



**Benorch Tanzania**  
CO. LTD

# WE ARE HIRING!

We're looking for someone to join our team as a

**SALES MANAGER**

## ABOUT US

Benorch Tanzania Company Limited is a specialized Distributor for Safety Gears and PPE (Personal Protective Equipment) across East African Region.

We're seeking an experienced sales manager to oversee daily activities.

The ideal candidate will have a sharp business mind and proven success in managing multiple departments for maximum productivity.

The Sales Manager is responsible and accountable for sales & tactical plans to ensure that annual budget; forecasting and sales targets are achieved. Provide guidance and supervision to the team. To create and maintain a high-performance culture in the sales team which leads to the sales team achieving business objectives, which includes meeting sales and expense budgets

## PRIMARY FUNCTION FOR THE ROLE

- Create and implement (with distributors) effective direct sales strategies that lead toward achievement of company sales objectives
- Establish productive and professional relationships with all distributors in order to drive sales
- Liaise with related Marketing and Sales Managers and other stakeholders in the development of key customer relationship management
- Prepare monthly, quarterly and annual sales forecasts. Liaise and implement actions plans when targets are not met
- Proactively identify changes in Personal Protective Equipment, develop and work with partners to modify strategies and tactics accordingly
- Identify target markets for expansion and drive sales and demand directly with end users
- Provide timely and effective solutions aligned with clients' needs
- Prepare strategies to grow, protect and diversify business with targeted customers
- Coordinating the gathering of market intelligence covering competitors' products and sales strategies
- Monitoring sales and expense performance, and initiating corrective action where necessary
- Negotiate and finalise agreements with new potential customers and existing key partners.
- Review sales results with strategic / channel partners and implement appropriate counter-measures and action plans.
- Review customer performance vs market potential.
- Resolve any customer queries/ pricing problems and proactively manage customer expectations.

**APPLY NOW**

**Send your Resume and Cover letter to:**  
**info@rgsgroup.co.tz**  
**Deadline: 25th Oct 2023**



## **PRIMARY FUNCTION FOR THE ROLE**

- Ensure that the client base is visited as per his/her call cycle.
- Position oneself as a strategic resource to the customer.
- Control the financial aspect of sales
- Determine price schedules and discount rates in consultation with your Manager.
- Lead sales team members to achieve sales targets
- Work with other relevant managers to develop & deliver on company's sales strategy
- Recognize and pursue new market segments and opportunities for business development, calculating return on investment.
- Visit end-user customers within region to gain an understanding of the customers, markets and opportunities.
- Prepare strategies to grow, protect and diversify business with targeted customers
- Negotiate and finalize agreements with new potential customers and existing key partners.
- Review sales results with strategic / channel partners and implement appropriate counter-measures and action plans
- Track and monitor quarterly forecasts, update and amend where required
- Stay up to date with new product launches and ensure sales team members are on board
- Report on monthly sales performance vs budget, with variance analyses and claw back strategy.
- Participate in the development and implementation of the Sales strategy and business plan indicators
- Strong negotiation, influencing and persuasive skills
- Strong communication skills
- Must be able to travel extensively

## **PEOPLE MANAGEMENT**

- Manage and lead sales team
- Performance reviews for sales team
- Provide coaching and guidance and counselling to the team
- Ability to build long-term, sustainable business-to-business relationships within organizations (both internally and externally)
- Be able to be an effective listener to extract specifics in problems and provide solutions
- Inherent ability to develop lasting personal relationships
- Excellent ability to delegate responsibilities while maintaining organizational control of branch operations and customer service
- Proficiency in conflict management and business negotiation processes

## **EXPERIENCE**

- 5 Years experience in Channel Sales & Distribution Management

## **QUALIFICATION**

- Bachelor Degree.

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