



## Sales Manager

### Role:

A Sales Manager administers the selling of NFI products. It includes the planning, implementation, and control of sales programs, as well as recruiting, training, motivating, and evaluating members of the sales force. The fundamental role of the Sales Manager is to develop and administer a selling program that effectively contributes to the NFI's goals. The Sales Manager will likely decide how many salespeople to employ, how best to select and train them, what sort of compensation and incentives to use to motivate them, what type of presentation/sales tools they should make, and how the sales function should be structured for maximum and efficient customer acquisition.

### Job Description:

The primary role of the Sales Manager is to be responsible for the development and performance of all sales activities in assigned market. Staffs and directs a sales team and provides leadership towards the achievement of maximum profitability and growth in line with NFI vision and values. Establishes plans and strategies to expand the customer base in the assigned area and contributes to the development of training and educational programs for clients and the sales team. While the exact responsibilities will vary, the main duties of the Sales Manager can be summarized as follows:

### Sales Leadership:

- Responsible for obtaining profitable results through the sales team by developing the team through motivation, counselling, skills development and knowledge development of the offerings
- Responsible for managing the sales team, developing a business plan covering sales, revenue, and expense controls, meeting agreed targets, and promoting the organization's presence
- Lead and schedule weekly and/or monthly team meetings with sales team and leadership
- Embody NFI culture and maintain high sales employee engagement
- Meet pre-determined revenue goals through the activities of direct reports
- Ensure correct usage of CRM and other sales applications
- Train and ensure adherence to sales process
- Responsible for continuous improvement in Account Management and Business Development to grow revenue

### Personnel:

- Plan and implement a specific appraisal system that describes the responsibilities and performance standards for each member of the sales team, set individual territory sales and commission targets and administer the commission plan
- Personally observe the performance of sales representatives in the field on a regular basis

- Responsible for the planning, recruitment, direction, organization and control sales representatives, and sales support to accomplish specific objectives
- Provide high standards of ongoing training for the sales representatives so that they possess sufficient technical knowledge to present information on the NFI services in an accurate and balanced manner
- Train new salespeople to ensure success
- Coach and develop direct reports
- Willing to travel to meet key customers

### **Administration:**

- Manage the sales administration function, operational performance reporting, streamlining processes and systems wherever possible, and advising senior management and CEO on maximizing business relationships and creating an environment where customer service can flourish
- Responsible for monitoring the performance of the sales team by establishing a system of reports and communications involving sales reports, and sales meetings
- Assign sales territories, set sales goals, and establish training programs for the organization's sales representatives
- Track sales team metrics and report data to leadership on a regular basis
- Implement performance plans according to NFI procedure
- Work with marketing to establish a seamless workflow for leads and a measurement system for leads

### **Planning:**

- Assist in the development of the annual sales plan, specifically advising on realistic forecasts and territory (based on historical data, market trends, market segmentation, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force and sales promotion program plans
- Analyze sales statistics to determine sales potential and perform requirements and to monitor customers' preferences

### **Other Skills and Qualifications:**

Meeting Sales Goals, Negotiation, Selling to Customer Needs, Motivation for Sales, Sales Planning, Building Relationships, Coaching, Managing Processes, Market Knowledge, Developing Budgets, Staffing, Sales Planning, Professionalism, CRM, and Microsoft Office

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