

IMB Sales Manager SME's

IMB is a Cape Town based FinTech company with a national footprint. They focus on delivering future-forward technology driven financial products and services to the lower LSM market in South Africa. This growing company has a vacancy for a hands-on, results oriented Sales Manager SME's. The successful candidate must have a proven track record of concluding sales agreements with designated stake-holders at the highest levels at an SME' businesses with a proven track record showcasing consistency in achieving new business sales targets underpinned by a personal reputation as a professional, high performing, target-driven salesperson selling financial products and services. The successful role-holder will be based in Gauteng but must travel across all provinces regularly as a 'norm' for the role.

About the role:

The successful incumbent will be accountable to implement and deliver on the company's SME new business sales strategy and growth targets, nationally. The role requires a professional, 'hunter-sales' approach coupled with a relentless, ongoing, active pursuit to increase an evolving qualified leads-generating CRM database for the purpose of delivering on the SME new business sales targets but also to be used for retention strategy and referrals purposes for future new product and services up-sales opportunities thereby directly contributing to the National Sales Plan, sales, revenue, profit, growth, market share and related ROI targets.

Responsibilities:

- Develop a SME National Sales Plan with a commercial, sales target approach, linked to the National Sales Plan and strategy.
- Ensure that the SME National Sales Plan includes proactively planned interventions, metrics and measurables e.g.:
 - SME sales targets and stretch targets broken down monthly, annually,
 - Professional networks that will share SME databases that can be leveraged for sales e.g. DTI, BMF, BUSA, SEFA,
 - Details of existing and future prospecting areas with projected SME success rates and targets,
 - How, why and when designated SME prospects will be targeted;
 - A projected monthly income and expense budget against monthly sales targets to be achieved;
 - An SME retention strategy for recurring sales and contribution to overall sales growth.
 - Market penetration strategies within the region including private, public and informal trading sectors,
 - Expansion of the brand's national footprint across all urban and rural areas within the region.
- Implement the approved SME National Sales Plan to achieve SME new business and up-sales targets.
- Understand the SME market to build trust when presenting IMB products and how it can benefit and influence SME growth, ROI, cost savings, improved employment relationships.
- Apply risk managed and compliance-based decisions and solutions whilst in the field with limited intervention.
- Schedule appointments and facilitate SME sales presentations to key, authorised decision makers.
- Continuously source, engage and sign up SME business through a 'hunter-sales' approach.
- Apply innovative lead generating techniques e.g. approved PR, social media marketing, AI, data mining cold calling,
- Apply knowledge of a wide range of business principles when networking with SME's aimed at improving their business acumen skills including:
 - Demonstrating an in-depth understanding of macro and micro economic policies and topics affecting SME's,
 - Understanding areas of business that can benefit an SME e.g. BBBEE, procurement, SARS tax efficiencies, financial literacy and debt management strategies for staff;

- Illustrating practically how the business can potentially improve employee relations and decrease costs by showcasing how utilizing IMB products and services can, in the long run potentially bring about e.g.:
 - a decrease in absence' payroll costs linked to the high probability of decreased employee debt-related stress,
 - improved employee morale, productivity and work performance in the workplace,
 - a decrease in costs associated with wastage, health and safety COIDA risks, etc.
- Continuously grow and increase the CRM pipeline database with qualified SME leads.
- Propose and obtain approval for innovative converged sales offerings when spotting unique sales opportunities.
- Stay abreast of and proactively alert the business of new trends, competitive strategies, products and services.
- Interact with all support teams at Head Office including finance, operations, customer support, project management teams.
- Attend internal and external training workshops to meet sales prospects and improve sales knowledge.
- Identify and escalate details of potential merchants, brand ambassadors and branch staff candidates for recruitment.
- Apply mindful, conscientious risk management and compliance principles and actions whilst in pursuit of sales.
- Ensure up to date and current library of presentations, SME sales documentation agreements.
- Ensure that signed SME sales agreements reach the relevant Head Office divisions timeously to close the sales.
- Compile and submit daily, weekly and monthly reports using the company approved format including:
 - Sales to date targets and related statistics
 - CRM client database and pipeline growth;
 - Secured, signed up sales vs pending sales
 - Reasons why prospects do not sign up with innovative remedial and / or counter-proposals and / or converged, adapted sales strategies to be considered to secure sales

Knowledge, Qualifications and Experience

- Matric (Grade 12).
- Marketing and Sales Qualification/ Degree obtained from a registered tertiary institution.
- At least 3 years' experience in sales in the Financial Service industry.
- At least 2 years' most recent experience as a new business generating sales account executive targeting SME clients
- Relevant qualifications in Sales and Marketing or a relevant business-related field.
- Proficient in MS Office (i.e. Word, Excel, Outlook, PPT etc.)
- Tech savvy and able to use innovative social media, data mining, AI skills to network for sales.
- Previous experience on a CRM system would be highly beneficial
- Knowledge of client relationship and business owner mentoring techniques and best practices.
- Ability to work in a culturally diverse, transformation-centric environment.
- Practical knowledge and understanding of the financial industry's compliance, rules, regulations, legislation.
- Proven practical and referenceable proof of meeting and achieving sales targets.
- Project Management with the ability to facilitate multi-disciplinary projects at any given time
- Service and product knowledge of the organization and the client base to leverage mutually beneficial relationships as outcomes of the sales agreement
- Short term target and long-term goal driven

- Other: Unendorsed Driver's license and own car.

Skills

- Excellent, successfully demonstrated cold calling, B2B, converged and solution sales and lead generation skill.
- Excellent sales management skills.
- Excellent sales opening, closing, overcoming objections skills.
- Excellent communication and presentation skills (both written and verbal).
- Excellent people management skills.
- Excellent relationship building and customer retention skills.
- Excellent organizational and administration skills.
- Excellent numerical and analytical skills.
- Excellent sales innovation and best practices research skills.
- Excellent report writing and data interpretation skills.

Personality

- Honest
- Professional
- Confident
- Assertive
- Ambitious
- Results and target driven
- Customer focused, professional networks and relationships oriented
- Proactive
- Innovative and solution driven
- Resilient change agent
- Self-motivated team player
- Mature and dependable to work independently with limited supervision
- Meticulous attention to detail
- Flexible to travel nationally and to work retail hours (overtime required)
- Sensible, logical decision maker under pressuring conditions

IMB IS AN EQUAL OPPORTUNITY EMPLOYER

Interested candidates who meet the above criteria are invited to apply and requested to email a detailed CV to jobs@imb.co by 25th October 2019.

Please note:

- By applying for this position and providing us with your CV and other personal information, you are consenting to the information being used for the specific purpose for which it was provided, which is recruitment purposes and possible appointment purposes (should you be successful).
- Please note that your information will be processed for recruitment purposes only in accordance with the applicable data protection and privacy legislation.
- The organization reserves the right not to make an appointment.
- Appropriate psychometric and / or other selection tools and reference checks may be applicable.
- Qualifications, background and ITC checks are applicable.
- Most recent references will be required unless the immediate time frame against this is reasonably motivated.