

IMB National Sales Manager

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 highly effective, hands-on National Sales Manager. The successful candidate must have a proven track record as an implementer of strategic sales plans and have a referenceable success record as an achiever of sales targets underpinned by a personal reputation as a high performing, target-driven salesperson selling financial products and services. The successful National Sales Manager will be based in Gauteng and must be flexible to travel nationally on a regular basis as 'a norm' for the role.

About the role:

The successful incumbent will be accountable to lead the company's Sales Division to achieve its national sales strategy and sales target outcomes aligned to the rest of the business' strategy. The role-holder must be an articulate, experienced sales leader with professional business network links across the public, private and informal sectors. The sales leadership role requires daily, active, on-the-ground-hands-on-management of the Sales Division teams who are located nationally; to actively track, monitor and ensure delivery of national sales targets whilst motivating the teams in the regions to operate collectively as a united, high performance, target and deadline driven sales team with a shared vision of achieving the National Sales Division's sales, revenue, profit, growth, market penetration, ROI targets aimed at the successful, long term economic sustainability of the business.

Responsibilities:

- Operationalise IMB's National Sales Strategy by developing a sustainable, achievable National Sales Plan comprised of National and Regional Sales Targets, Budgets, Revenue Growth and New Markets Penetration Strategies.
- Ensure that the National Sales includes planned short and long term targets, metrics and measurables including but not limited to:
 - Achievable targets and stretch targets comprised of individual new customer sales and SMME derived client sales,
 - Commission, reward and recognition, incentive schemes and bonuses to motivate sales teams,
 - Brand, promotions and event related sales and marketing activities and promotions collateral,
 - Projected monthly income and expense budgets against sales targets to be achieved,
 - Retention strategies for all clients across sectors and industries for recurring and projected new sales,
 - Sales Division manpower plans with the right headcount, skills mix, payroll managed costs to achieve sales targets,
 - Expansion strategies into new markets including government, SOE, private, public and informal trading sectors,
 - Expansion of the brand's national footprint across South Africa and into Africa.
- Communicate and implement the approved National and Regional Sales Plan to the sales teams ensuring full understanding, buy-in and signed performance agreements to deliver on the targets and expectations.
- Approve, review, manage, track and report on all sales income and expenses budgets for all regions.
- Apply risk managed and compliance based decisions and solutions whilst in the field with limited supervision.
- Lead, monitor and motivate reporting line sales managers to drive and achieve of sales targets.
- Guide, mentor and develop sales teams in high performance sales growth areas to excel beyond expected targets.
- Interact with all support teams at Head Office including finance, operations, customer support, development project teams.
- Represent the company at business network and sales generating opportunity events.

- Evaluate existing and new markets, products, customers and report on how they compare to the Company's products.
- Ensure implementation of approved sales and marketing promotion activities to attract new clients and markets.
- Assess local market conditions and identify local, national, private and public sector prospective sales opportunities.
- Identify niched gap-in-the-market national opportunities and proactively recommend innovative sales ideas to boost sales.
- Set up appointments with key, authorised decision makers to facilitate IMB sales presentations for high-end sales.
- Submit new business referral opportunities to the relevant regional sales teams depending on client needs.
- Evaluate effectiveness of new and existing products and services and propose enhancements that could boost sales.
- Propose innovative converged sales offerings when spotting unique opportunities in the market.
- Ensure that the Retention Strategy is actively implemented and national client retention percentage targets are achieved;
- Positively impact and grow the brand and image of the business as a competitive FinTech company and a business / employer of choice in the market place.
- Oversee and ensure that the recruitment of a constantly increasing pool of entrepreneurial minded, incentive-earning service centre merchants, branch managers and staff and brand ambassadors takes place at all times.
- Drive implementation of innovative lead generating techniques eg approved social media marketing, AI, data mining.
- Identify training needs to improve sales, promotions, compliance, inventory and systems controls, complex commercial sales agreement documentation and legally binding clauses, ongoing improvement of product and service knowledge, opening, closing, overcoming objection techniques.
- Stay abreast of competing markets, competitors and provide reports on market movements.
- Analyze trends and changes in consumer behaviour and propose solutions to capitalize on growth opportunities.
- Collaborate with the other business teams on sales generating and brand-PR promotions and campaigns.
- Attend regional, head office and shareholder meetings to present sales reports, growth and remedial proposals.
- Maintain and submit regular and ad-hoc accurate, professional business approved format update reports and metrics.
- Analyse actual and forecasted sales and propose solutions to improve successes or remedy deviations where needed.
- Compile and submit daily, weekly and monthly reports using the company approved format including:
 - Regional and national sales target achieved vs not achieved,
 - Regional and national sales target achieved vs pending sales to be closed,
 - Regional and national sales target sign ups vs activations,
 - National CRM client database and pipeline growth,
 - Implementation of poor performance management interventions and outcomes,
 - National report on reasons why prospects do not sign up together with innovative remedial, counter-proposals and / or converged, adapted sales strategies to be considered to secure sales.

Knowledge, Qualifications and Experience

- Matric (Grade 12)
- Sales and Marketing related Qualification / Degree obtained from a registered tertiary institution.
- At least 5 years' experience in sales in the Financial Service industry.
- At least 5 years' most recent, experience as a Sales Manager.

- Proven practical and referenceable proof of meeting and achieving sales targets.
- Proficient in MS Office (i.e. Word, Excel, Outlook PPT etc.)
- Knowledge of modern management and coaching techniques and best practices.
- Tech savvy and able to use innovative social media, data mining, AI skills to network for sales.
- Ability to work in a culturally diverse, transformation-centric environment.
- Practical knowledge and understanding of the financial industry's compliance, rules, regulations, legislation.
- Project Management with the ability to facilitate multi-disciplinary projects at any given time
- Able to breakdown complex issues into simple components and implement required action plans.
- Referenceable proof of managing HR related remedial interventions for poor and / or non-performance.
- Research skills using innovative approaches to obtain data.
- 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 sales leadership skills.
- Excellent people management skills.
- Excellent sales opening, closing, overcoming objections skills.
- Excellent commercial negotiation skills.
- Excellent relationship building and customer retention skills.
- Excellent complex decision making ability skills.
- Excellent organizational and administration skills.
- Excellent communication and presentation skills (both written and verbal).
- Excellent diagnostic and analytical skills (sales, financial)
- Excellent research skills applying and using innovative methodology approaches to obtain data for sales.
- Accurate and reliable forecasting and budgeting skills.
- Excellent numerical and analytical skills.
- Excellent report writing and data interpretation skills.

Personality

- Honest
- Professional
- Confident
- Assertive
- Ambitious
- Results and target driven
- Customer focused and professional networks and relationships oriented
- Proactive
- Innovative and solution driven
- Resilient change agent
- Team player
- 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.