

IMB Sales Outlet Manager (South)

Sales Outlet Manager: South [Western Cape, Eastern Cape, Northern Cape, KZN]

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 2 (two) vacancies requiring the services of 2 experienced Sales Outlet Managers to manage its North region and its South region respectively. The successful candidates must have proven track records as achievers of regional sales plans with referenceable success records, must be consistent achievers of sales targets and have reputations as high performing, target-driven salespersons with experience in selling financial products and services. The Sales Outlet Manager: North will be based in Gauteng whilst the Sales Outlet Manager: South will be based in the Western Cape. Regular travel across all provinces in the region of accountability as well as reaching sales targets for rural and outer lying areas will be the norm and a standard condition of service.

About the role:

The successful Sales Outlet Manager will be accountable to achieve the region's sales target which will be integrally linked to the company's National Sales Plan. The role-holder must be a target driven 'hunter' and not a 'farmer', experienced in reaching targets through cold-calling, working through leads, databases, running multiple promotional events on an ongoing basis to canvas for clients as well as have professional business networks in the public, private and informal sectors to tap into for sales-hunting opportunities. The role-holder must enjoy being an active, operational, on-the-ground, hands-on-manager as required for the business model and the key purpose of achieving sales targets. A high level of maturity and self-mastery is a requirement in order to guide the sales teams to becoming a united, high performance, target and deadline driven sales force with a shared vision of achieving the company's national sales, revenue, profit, growth, market penetration, related ROI targets.

Responsibilities:

- Operationalise IMB's National Sales Plan by developing a sustainable, achievable Regional Sales Plan comprised of Sales Targets, Budgets, Revenue Growth and New Markets Penetration Strategies for the Region.
- Ensure that the Regional Sales Plan includes planned short- and long-term targets, proactively planned considerations, interventions, metrics and measurables including but not limited to:
 - Targets and stretch targets comprised of new customer signed up sales, activations, SME derived sales,
 - Approved commission, reward and recognition, incentive schemes and bonuses linked to the National Sales Plan,
 - Planned promotions and events related costs eg equipment usage, venue, print, social media related marketing costs,
 - Projected monthly income and expense budgets against sales targets to be achieved,
 - Retention strategies for all clients across sectors and industries within the region;
 - Regional manpower plans to ensure the right headcount and skills mix to achieve sales targets and payroll related costs,
 - 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.
- Communicate and implement the approved sales targets, high-performance based Regional Sales Plan to the sales teams ensuring full understanding, buy-in and signed performance agreements to deliver on the targets and expectations.

- Motivate and energise reporting line sales teams to drive and achieve of sales targets.
- Review, manage, track and report on all income and expenses, sales sign ups, activations and budgets for the region.
- Collaborate with the National Sales Manager on all complex risk and compliance-based decisions requiring solutions.
- Interact with all support teams at Head Office including finance, operations, customer support, development teams.
- Guide sales teams in high performance sales growth areas in the region to excel beyond expected targets.
- Apply approved performance management intervention strategies to address poor performance
- Implement approved sales and marketing promotions according to scheduled plans and budgets to generate sales.
- Represent the company at business network and sales generating opportunity events in the region.
- Facilitate sales presentations with authorised decision makers in collaboration with the SME Manager.
- Submit new business referrals and opportunities to the relevant regional sales teams depending on client needs.
- Evaluate existing and new markets, products, services, customers and report on how they compare to the IMB's products.
- Identify local, national, private and public sector prospective sales opportunities.
- Identify gaps in the market and proactively recommend innovative sales and promotion ideas to boost sales.
- Ensure that the Retention Strategy is actively implemented and that retention targets are achieved.
- Positively impact and grow the brand and image of the business as a competitive FinTech company.
- Create and recruit a consistently increasing pool of entrepreneurial minded, incentive-earning service centre merchants, branch staff and ready to sell / promote Brand Ambassadors.
- Implement approved lead generating techniques eg social media marketing, printed marketing material distribution.
- Identify training needs to improve sales, promotions, compliance, inventory and systems controls, complex commercial sales agreements and legally binding clauses, improvement of product and service knowledge, opening and closing techniques.
- Prepare for and submit sales reports, growth and remedial proposals according to scheduled deadlines.
- Maintain and submit regular and ad-hoc accurate, professional business approved format update reports and metrics.
- Compile and submit daily, weekly and monthly (MTD / YTD) reports using the company approved format including:
 - Regional sales target achieved vs not achieved,
 - Regional sales target achieved vs pending sales to be closed,
 - Regional sales target sign ups vs activations
 - Regional report on reasons why prospects do not sign up together 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)
- Sales and Marketing or related qualification obtained from a registered tertiary institution.
- At least 3 years' experience in sales in the Financial Service industry.
- At least 4 years' most recent, experience as a Sales Manager.
- Proficient in MS Office (i.e. Word, Excel, Outlook PPT etc.)
- Techno savvy and able to use innovative social media, data mining, AI skills to network for sales.
- Knowledge of modern management 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.
- 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.
- Service and product knowledge of the organization and the client base to leverage mutually beneficial relationships as outcomes of the sales agreement
- Keen researcher skills to stay abreast of sales enhancing strategies
- 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 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.