

## JOB PROFILE

DEPARTMENT: Sales

TITLE: Area Sales Manager

### JOB PURPOSE:

Responsible for the leadership and direction of the Sales team for a specified sales region in an effort to achieve the Holding's market and budget objectives

### MAIN DUTIES:

- Develops an efficient region sales program to ensure the achievement of the targeted sales forecast
- Suggests efficient means for sales performance optimization
- Suggests any changes to the area sales strategy, policies and procedures
- Ensures the proper implementation of the established sales policies and procedures
- Coordinates and supervises the daily sales operations within the specified geographical area
- Services key accounts and negotiates deals within policy guidelines
- Controls and motivates a Sales team to meet sales targets
- Participates in forecasting and setting sales and expense budgets for the Holding, in close cooperation with the Sales Director
- Monitors and keeps aware of competitors' sales and product strategies in the market
- Develops and implements a strong sales program that achieves or exceeds established sales targets, including new customer acquisitions
- Set and ensure the achievement of daily, weekly, monthly and annual financial, operational and development objectives for self and team
- Responsible for the hiring, training and development of the Account Executives
- Responsible for forecasting and reporting
- Monitors and manages activity and operations of all assigned areas to ensure consistent and efficient operation is achieved in accordance with the company's standards, policies and procedures
- Identifies and communicate areas of improvement
- Assist the Customer Care Managers, when necessary, with resolving escalated customer issues
- Coordinates with the Sales Director on advertising or promotional campaigns to improve the sales operations
- Provides customers with the adequate product information
- Undertakes any other duties assigned by his direct superior

### EXPERIENCE AND EDUCATION:

- University degree in marketing or equivalent, MBA is a plus.
- 10 years experience in the field of High Tech of which ought to be at managerial level.
- Excellent knowledge of the Middle East market
- Fluency in written/spoken Arabic & English and French
- Computer literacy: MS windows applications (Essential: Excel spreadsheets, PowerPoint)
- Knowledge of sales principles, methods, and techniques

## CORE COMPETENCIES:

- Ability to foster a cooperative work environment
- Ability to make evaluative judgments
- Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments
- Skill in budget preparation and fiscal management
- Ability to communicate effectively, both orally and in writing
- Knowledge of cost analysis techniques
- Employee development and performance management skills
- Ability to analyze and solve problems
- Ability to develop, plan, and implement short- and long-range goals
- Ability to negotiate and manage contractual arrangements
- Ability to plan, organize and implement a range of sales promotion programs and/or events
- Ability to coordinate and organize meetings and/or special events
- Ability to create, compose, and edit written materials
- Ability to build strong trusting relationships with customers

## REPORTS TO: Quality Assurance Team Leader

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