



JOB PROFILE

POSITION INFORMATION

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| JOB TITLE | Direct Sales Manager |
| DEPARTMENT | Sales |
| DIVISION | Regional Sales |
| PHYSICAL LOCATION | Regional Offices |
| STRATEGIC OBJECTIVE | <p>The objective of the role is to lead a team of office-bound Sales and Service Coordinators who in turn service, retain, and grow sales from an existing book of micro enterprises through inbound and outbound call and email activities. This includes vehicle add-ons as well as exploring additional revenue opportunities through VAP/S sales.</p> <p>To manage, co-ordinate and impact sales directly via efficient sale agents to customers, to achieve profitable sales growth. Establish a customer focus approach to increase sales through the teams and utilization of support personnel, instil a performing culture of teamwork, individual recognition and the growth of each person in the scope of succession planning. Develop, implement and ensure ongoing adherence to specific scripts, policies and procedures as well as enhance current processes for continuous improvement methods.</p> |
| CUSTOMERS | Internal Customer's: Sales, Tracker Regions; Technical Support, Finance, Operational Services, Technology, Product Support, TFS. |

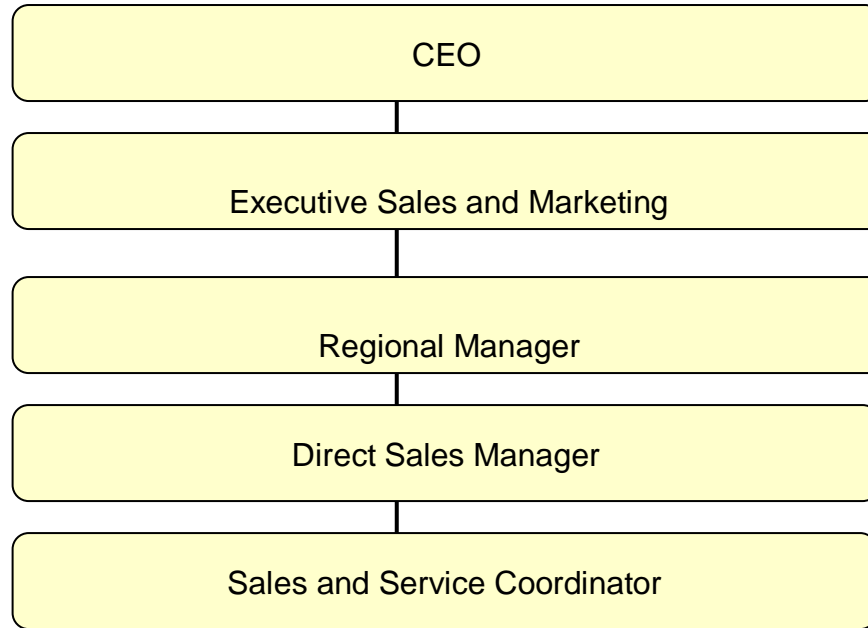
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| | External –Tracker customers |
| STATUTORY REQUIREMENTS | None |
| REMUNERATION STRUCTURE | As per company policy. Basic Role is commission based and Trackers Commission Policy will apply as well |
| WORKING HOURS | As per company policy and contract stipulations. |
| MATERIALS & EQUIPMENT USED | General office equipment. |
| PHYSICAL REQUIREMENTS | None. |
| REPORTS DIRECTLY TO | Regional Manager |

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REPORTING STRUCTURE

(Indicate up to 5 levels upwards)



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DETAIL DESCRIPTION

1. Work to target: Increase penetration and sales from an existing book of clients

40%

- Work to target
- Achievement of campaign targets
- Action and pro-actively manage output sourced from various relevant reports (daily, weekly or monthly) generated by the team on any sales related interactions.
- Manage headcount and capacity across campaigns and product requirement applying effective pipeline management
- Achieve conversion, sales per agent and leads per agent efficiencies
- Implement and affect high quality sales calls
- Implement an effective sales framework
- Foster and maintain a highly productive team, which is effectively. structured, and work that is fairly allocated to achieve the sales targets set
- Ensure customers are given clear information and are kept appropriately informed before, during and after the time of contracting.
- Ensure complete control of the teams regarding productivity throughout the working day ensuring that all actions to be based on remaining compliant within the parameters of the division, company requirements.
- Continuously monitor and drive sales targets to ensure that the Contact Centre Division is achieving these set targets.
- Ensure Direct supervision
- Set targets met in terms of business, team, and individual targets against successful policies sold maintain and build internal relationships to build a strong network and support structure to facilitate the Division's initiatives.

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| 2. Customer service, efficiency and retention | 20% |
| <ul style="list-style-type: none"> • Plan and execute work to achieve service level agreements, standards and turnaround times in line with value proposition i.e. efficient client service in line with SLAs • Provide feedback to management on ways to enhance sales, improve Tracker Brand, and opportunities to deliver greater value to customers • Align retention efforts with Trackers Retention department in line with Retention strategy and mandates • Building effective relationships across all divisions within Tracker to improve both internal and external customer experience • Ensure that corrective actions are timeously put in place in order to counter any possible negative or destructive impacts on the direct sales business unit itself. • Identify and shift trends impacting key customer processes and experience • Work with technical staff and other internal colleagues to meet customer needs. • Arrange and participate in internal client debriefs. • Ensure Quality for compliance scores and outputs are productive and in line with expected standards. • Nurture and maintain high performance/quality standard of sales agents. • Ensure that all customer needs are accurately and proactively identified and attended to. • Ensure customers are confident that they are dealing with a company where the fair treatment of customers is central to the firm culture. • Ensure effective and professional service delivery in line with the set sales principles to all customers on an ongoing basis in all actions undertaken. • Respond to specific requirements such as presentations, product updates and training to ensure customers are updated on products and latest developments • Implement and improve existing work processes, systems and outputs related to sales. • Ensure early identification of possible risks related to customer processes • Identify query types received and set up easier processes to resolve problems. | |
| 3. Administration | 20% |
| <ul style="list-style-type: none"> ▪ Compliance to Tracker policies and procedures especially around contract management ▪ Update sales information on inbound communication regarding pricing, process changes, scripts, business instructions for the teams ▪ Ensure that all customer profiles are accurately and continuously updated on the system for further successful penetration sales strategies. ▪ Generate and disseminate the required management reports on all sales related issues. ▪ Implement measures to ensure policy & procedures are followed ▪ Manage statistical information to address sales performance. ▪ Compile an operational plan to address sales variances, quality assurance scores, and performance issues. ▪ Attend and represent contact centre at specific meetings to maintain and build the internal relationships. ▪ Ensure all documentation is properly filed for ease retrieval. ▪ Ensure accuracy of client information and manage Tracker's document / contractual requirements | |

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4. Leadership

20%

- Build and maintain relationships with team leaders.
- Drive out performance management; talent management strategies
- Develop a high performing team by embedding formal performance management process and coaching. Ensure knowledge application and sharing between team members.
- Determine and analyse development needs for the team and ensure that identified training requirements are budgeted for and executed.
- Interview and recruit new members of the team. Create effective workforce and recruitment demand plans to ensure that current and future business requirements can be met.
- When required, initiate disciplinary processes for team members calling on support from Human Resources when required.
- Resolve grievances raised by team members and escalate only if required.
- Address poor performance of any team member through the formal Performance improvement programme and ensure that continued poor performance is appropriately dealt with.
- Motivate team members and ensure that their efforts are recognised.
- Create a culture of ownership and accountability throughout the organisation in support of our values
- Create an environment that involves people in decision making

COMPETENCY OUTPUT PROFILE

KEY PERFORMANCE AREAS

- Sales target achievement
- Operational SLA achievement
- Cross sell and up-sell of Tracker products
- Client Experience
- Administration
- Sales and Relationship Management
- Quality and Standards - Operational efficiencies across all areas
- Value added products for additional revenue creation (Tracker Financial Services, Tracker Guard etc)

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BEHVIOURAL COMPETENCIES

- Customer relationship management (CRM) principles and techniques
- Good Communication Skills (written and verbal) and the ability to work well with others
- High level of accuracy, numerical skills and computer literacy (MS Office)
- Highly motivated with very strong interpersonal skills
- Able to work under pressure
- Knowledge of competitors offerings
- Knowledge of standardized business tracking products and other core products relevant to small enterprises
- The ability to lead the team and those of the business and to formulate sales strategies accordingly
- Passion for sales and customer service – particularly telesales
- Strong business acumen
- High degree of emotional intelligence
- Consultative style
- Entrepreneurial

MINIMUM REQUIREMENTS**CURRENT POSITION**

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| QUALIFICATION | <ul style="list-style-type: none"> ▪ A tertiary Qualification in Sales and Marketing ▪ A business qualification such as MBA, MDP or similar development programme would be advantageous |
| TRAINING | <ul style="list-style-type: none"> ▪ None |
| MINIMUM EXPERIENCE | <ul style="list-style-type: none"> ▪ At least 5 years Direct Sales Management experience, encompassing the establishment of a direct marketing/Sales Call Centre ▪ At least 5 years' experience in the management of large and diverse telesales teams, including leadership of the concept of direct sales in a similar business ▪ In-depth understanding of contact centre Best Practices ▪ Good management of resources for contact centre deployment ▪ Management of team up at least 5 direct reports at Supervisor level and 50 agent level |
| FINANCIAL IMPACT (indicate direct or indirect influence) | <ul style="list-style-type: none"> ▪ NA |
| OTHER SPECIAL REQUIREMENTS | <ul style="list-style-type: none"> ▪ None |

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NEXT POSITION

NEXT HIGHER POSITION

- Area Manager

KPA'S

- Work to target: Increase penetration and sales from an existing book of clients
- Customer service, efficiency and retention
- Administration
- Leadership

JOB PROFILE COMPILED BY HR / LINE

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