



JOB PROFILE

POSITION INFORMATION

JOB TITLE	Sales Capability Specialist
DEPARTMENT	Sales
DIVISION	Business Sales
LOCATION	Head Office. 340 Republic Road Darrenwood, with occasional travel to Development & Engineering in Pretoria
STRATEGIC OBJECTIVE	<p>The role is responsible for supporting and equipping the Business Sales division of Tracker to succeed by developing and enhancing the skills, tools, and processes that help the sales teams perform effectively. The main focus is on improving the team's capabilities to achieve business goals and drive revenue growth.</p> <p>Key aspects of the role:</p> <ul style="list-style-type: none">• Training and Development: Design and implement training programs to build sales competencies, such as communication, negotiation, and product knowledge.• Customer Engagement: Formulate strategies to ensure customers are kept up to date with current, and newly implemented features on benefits of Tracker services in market. Use customer interaction opportunities to feedback to the business on market trends and changing customer needs.• Process Optimization: Assess and refine sales processes to make them more efficient and aligned with the organization's objectives.• Performance Monitoring: Analyse sales data and performance metrics to identify areas for improvement and provide actionable insights.• Tool Implementation: Ensure the sales team has access to the right tools, such as CRM systems or sales enablement platforms, and train them to use these tools effectively.• Collaboration: Work closely with sales teams, and other departments, like product, marketing, and operations, to ensure sales strategies align with overall business goals.

CUSTOMERS	External & Internal Customers

STATUTORY REQUIREMENTS	Adherence to all internal Standard Operating Procedures and HR Policies
REMUNERATION STRUCTURE	Market related
WORKING HOURS	08H00 to 17H00. Afterhours work expected from time-to-time
MATERIALS & EQUIPMENT USED	Computer Equipment: Laptop; Headset; Cell phone; with defined data and minute allocation Computer Programs: MS Office; TEAMS; MS Project; MS Visio; Specialised software aligned to job requirement Other: Fuel & Maintenance Card
PHYSICAL REQUIREMENTS	None
REPORTS DIRECTLY TO	Head of Business Sales
REPORTING STRUCTURE	<pre> graph TD CEO[CEO] --- ESM[Executive Sales and Marketing] ESM --- HBS[Head of Business Sales] HBS --- SCS[Sales Capability Specialist] </pre>

DETAIL DESCRIPTION

1. Delivery:

40%

- Understanding growth strategy of the division and align to required training needs to achieve the outcomes
- Assist in preparing the necessary documentation and material
- Train internal stakeholders, and external partners, and customers
- Implement training needs analysis principles which build sales competencies at an individual and / or group level
- Conduct in-house training (product / sales skills / soft skills / etc.)
- Work with Learning and Development where external training interventions have been identified
- Transfer of technical knowledge to the greater teams and upskill team members.
- Work with product on prospective products / features prior to release.
- Use customer requirements and feedback to influence feature design improvements of products.
- Act as liaison among business and product stakeholders to elicit, anticipate, translate, analyse, communicate and validate requirements gathered in feedback from customers.
- Facilitate change management
- Work as part of a cross-functional team with the business internal teams, possible external contractors as well as customer teams to ensure successful delivery of product and technical knowledge
- Perform other duties, special projects and overall support as assigned
- Deal with internal clients on a technical level. This individual will be responsible for providing specific and detailed training of a technical nature to our sales and their support teams upon the introduction of new products into the business.

2. Performance monitoring and Processes optimisation:

40%

- **Performance Monitoring (Identify, business case, and implement best practice sales and training tools with ROI):**
 - Sales Data Analysis: Regularly review and analyze sales metrics (e.g., conversion rates, revenue growth, average deal size) to identify trends, strengths, and areas for improvement.
 - KPIs and Dashboards: Develop and maintain dashboards for real-time tracking of sales team performance against key performance indicators (KPIs), ensuring clear visibility for leadership.
 - Performance Reviews: Conduct individual and team performance assessments, providing constructive feedback and actionable insights to improve outcomes.
 - Sales Coaching Programs: Implement one-on-one coaching sessions tailored to address underperformance or to enhance specific skills (e.g., negotiation techniques or closing strategies).
- Customer Feedback Loops: Integrate customer feedback to evaluate how well the sales team meets client needs, identifying opportunities to enhance customer satisfaction and retention. Research business opportunities and market trends

- **Process Optimization (Ensure that the best practice, processes and standards are followed - ISO 9001:2015):**
 - Sales Funnel Refinement: Identify bottlenecks or inefficiencies in the sales pipeline and streamline workflows to accelerate deal closure and improve win rates.
 - CRM Optimization: Assess and improve the use of Customer Relationship Management (CRM) software to ensure that the sales team captures and utilizes customer data effectively.
 - Standardized Processes: Create and implement standardized processes for lead qualification, prospecting, and follow-ups to maintain consistency across the team.
 - Organisational Alignment: Assess and refine sales processes to make them more efficient and aligned with the organization's objectives.
 - Automation Implementation: Introduce automation tools, such as email follow-ups or proposal generation, to reduce administrative tasks and allow the sales team to focus on selling.

3. Collaboration:

20%

Take personal responsibility to upskill and develop oneself on knowledge of other areas of the business which impact on own job function

- **Marketing Team:**
 - Partner with marketing to align sales strategies with marketing campaigns, ensuring consistent messaging and smooth lead transitions.
 - Collaborate on developing sales collateral, such as presentations, brochures, and case studies, to support the sales team.
- **Learning and Development Team:**
 - Work with HC to design and implement onboarding programs for new sales hires, focusing on product knowledge and sales skills.
 - Coordinate with training teams to develop customized learning paths or workshops for upskilling sales staff.
- **Product Team:**
 - Collaborate with Product to ensure planned product features meet customer demand.
- **Operations Team**
 - Provide feedback on operational inefficiencies that may impact the sales process, suggesting improvements.
 - Liaise with teams to ensure a seamless handoff of accounts after the sale, prioritizing customer retention.
 - Gather feedback from customer interactions to identify recurring challenges or unmet needs, using this to enhance sales approaches.
- **Finance Team:**
 - Partner with the finance team to develop pricing strategies or incentives that align with business objectives.
 - Share insights from the sales team to refine revenue forecasting or commission structures.
- **Development Team:**
 - Collaborate to integrate and optimize sales tools, such as CRM systems, or prospect management tools, ensuring they meet the team's needs.
 - Provide input on the selection or implementation of new technologies to enhance sales efficiency.
- **Leadership:**
 - Work closely with senior management to align the sales enablement strategy with overall business goals.
 - Present regular updates on sales team progress, challenges, and development needs.

COMPETENCY OUTPUT PROFILE

KEY PERFORMANCE AREAS

Date of Profiling

Draft April 2022

- Delivery
- Performance monitoring and Processes optimisation
- Collaboration

BEHAVIOURAL COMPETENCIES

- Excellent interpersonal and communication skills (at all levels) with the desire to further develop skills in order to influence, challenge and negotiate within groups / teams.
- Work side by side with sales teams “in the trenches”
- Highly articulate with the ability to translate and explain complex ideas and concepts to a variety of audiences.
- Excellent analytical skills with an ability to translate complex data and document in a clear and concise way.
- Strong relationship building skills with focus on the customer.
- Strong verbal, presentation, and written communication skills
- Holistic approach: ability to manage the detail, balanced with a strategic view
- Strong stakeholder management and negotiation skills
- Ability to work simultaneously on several different initiatives displaying excellent time management and organisational skills
- Analytical thinking
- Highly adaptable and agile
- Resilience and ability to work under pressure.
- Teamwork - Support and play an active part in open discussions to further develop ideas and gain greater understanding of issues and dependencies.

THE TRACKER VALUES

Living the Tracker values:

- Care – Care for our customers, our colleagues and our business
- Accountability – Take accountability for your actions and hold others accountable
- Respect – Respect one another the way you want to be respected
- Excellence – Always strive for excellence in everything that you do

THE TRACKER FORMULA FOR SUCCESS

The way everyone at Tracker should behave to be successful and to be true to the Tracker values:

Ensure / do more of:

- Best customer service
- Involves and empowers people
- Clear strategy and goals
- Effective systems and procedures
- Passionate and results oriented
- Deliver
- Commit to transformation
- Reward and recognition
- A great place to work
- Make decisions
- Training and development

Avoid / do less of:

- Negative / demotivated people
- Dishonest, distrust and lack of integrity
- Arrogance and abuse of power
- Lack of business growth and profitability
- Backstabbing and politics
- Poor communication
- Passing the buck
- Tolerating mediocrity
- Disrespect
- Discrimination and favouritism
- Weak management and leadership

MINIMUM REQUIREMENTS

CURRENT POSITION

QUALIFICATION

- Relevant Degree or Diploma – NQF6
- ETDP qualification would be advantageous

TRAINING

Training on related areas and skills would be advantageous

MINIMUM EXPERIENCE

- 5+ years of related work experience
- 3 years' experience in a technical focused role like telematics or IoT
- Proven track record
- Advanced MS Office skills as well as experience in working with reporting tools like Power BI and QlikSense.

FINANCIAL IMPACT (Indicate direct or indirect influence)

- Assist business with specific goals aligned to budgets and strategic goals

OTHER SPECIAL REQUIREMENTS

- Assist with tasks as assigned from time to time
- Willing to work extended hours

NEXT POSITION

NEXT HIGHER POSITION

Manager: Product
Specialist within Business

JOB PROFILE COMPILED BY HR / LINE

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