

JOB DESCRIPTION



Job Title: Area Sales Manager MEA- AFRICA	Location: Dubai (to include regular travel covering African countries)
Department: Commercial	Contract: Permanent
Reports To: General Manager – MEA & India	Direct Reports: None

1.0 Job Summary & Role

- The ASM is responsible for sales growth and market expansion in the defined territory
- The role will develop sales and regional distribution strategies (where applicable)
- The ASM coordinates all marketing activities with distribution partners (where applicable), building designing and executing the plans needed to grow share within the assigned territory.
- Expand customer base and develop business with direct and indirect customers.
- Visit both customers and prospects to develop relationships, build confidence in the C&A group and increase profitable business.
- To be the voice of the customer within the Control & Automation (C&A) group and the face of the C&A group within the customer
- Promote both existing and new C&A products to customers.
- Liaise as needed with internal functions to ensure the best levels of service are provided for customers.
- Keep abreast of competition developments.
- Conduct market research within the customer base to keep abreast of changing market conditions.



2.0 Key Responsibilities & Main Duties

40%	Effectively negotiates sales
	Develop end-customer & distributor relationships
	Work with 3 rd party channel to drive improved performance
	Identifies, assesses, attracts and negotiates with potential customers
	Identify market opportunities for C&A group products
30%	Expanding the customer and contact base
	Develop strategic relationships within the region
	Provide World class customer support
	Works with distributors to increase market penetration
	Achieve sales targets
15%	Coordinates all marketing activities with distribution partners
	Maximises product margins through effective pricing strategies
	Achieve customer visits/phone meetings to set targets
	Create and manage quotes for customers with appropriate follow up
	Manage the opportunity pipeline to maximise value for the company
15%	Presentation and demonstration of products
	Maintain customer data in the company systems
	Work with internal company functions to address customer issues
	Monitor competitor activity, and key market trends
	Monthly reporting
	Exhibition attendance where required

3.0 Internal & External Relationships

External relationships will be predominantly with the assigned customer group and the contacts therein.

Build relationships with management, Internal sales function, Technical support, Marketing and Warranty.

4.0 Key Performance Indicators

- Sales targets
- Product margin profit improvement
- Customer contact rates with appropriate mix of customer types, (face to face or via other channels)
- Pipeline development
- Achievement of other objectives as issued by management



JOB DESCRIPTION



5.0 Essential/Desirable Factors

Knowledge	
<p>Essential:</p> <ul style="list-style-type: none"> • Experience of working within a company that has a technical product or service in a commercial role within the power or related sector. • Working knowledge of multiple African countries power sectors • Proven relationships with key decision makers in the power sector in multiple African countries 	<p>Desirable:</p> <ul style="list-style-type: none"> • Expert knowledge of the diesel and gas generator control sector, having had a commercial role(s). • Expert knowledge of the above across multiple African countries • Extensive relationships with key decision makers in both commercial and technical roles within the power sector in multiple African countries
Skills & Attributes	
<p>Essential:</p> <ul style="list-style-type: none"> • Culturally aware within the different African countries • Proven technical selling and negotiation skills. • Commercially astute results orientated team player. • Strong written and verbal communication skills. • Ability to travel internationally adequately to cover assigned territory. • Ability to recognise market trends and evaluate competitor strengths and weaknesses. • Full driving licence • English Language – speaking and writing 	<p>Desirable:</p> <ul style="list-style-type: none"> • Analytical thinker • Change agile • Knowledge on French Language
Experience	
<p>Essential:</p> <ul style="list-style-type: none"> • Selling role within a technically orientated company/product range, preferably within the power management industry in an African market. • Proven experience of successful demand generation. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Experience of selling within the power generation industry • CRM - Sales Force
Qualifications	
<p>Essential:</p> <ul style="list-style-type: none"> • Completed vocational training in a relevant subject 	<p>Desirable:</p> <ul style="list-style-type: none"> • Degree in a technical subject
Created by	Dated Created
Felipe Wisintainer, General Manager -MEA / India	07/05/2024

