

## Sales Manager

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Company: BusinessGhana

Location: Accra

Category: other-general

To be successful in this role, the Sales Manager must have a proven track record of successfully managing/leading a sales team to strategically achieve results. The role will drive the products in trade with valuable outcomes. The following skills and experience are required: A graduate, MBA will be an added advantage. Must be in the wine and spirit industry. Must have 9-14 years of work experience. Proven sales experience, meeting, or exceeding targets. Proven ability to position products against competitors. Excellent listening, negotiation, and presentation skills. Excellent verbal and written communication skills. Strong analytical skills. Ability to work in a fast-paced, goal-driven environment. The role is to oversee daily operations in the sales department and achieve revenue growth and sales strategy. The Sales Manager will create sales plans and analyze data to make informed decisions. He will report to the Commercial Director on progress and work with the team to achieve the business objectives.

### **RESPONSIBILITIES**

Drive brand penetration in both general trade and key account (Horeca /Modern trade) within the region.

Manage recruitment, objectives setting, coaching, and performance monitoring of the sales team.

Supervise the installation and maintenance of point-of-sale/ printed materials within the region.

Assist customers with inventory management responsibilities (product availability/new product placement and rotation of stock).

Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs.

Identify emerging markets and market shifts while being fully aware of new products and competition status.

Create strong relationships with key client stakeholders.

Understand the competitive landscape and market and ensure goals are achieved.

Understand and effectively communicate the company's vision & values.

Weekly/monthly sales target to be achieved.

Establish and adjust selling prices by monitoring costs, competition and supply, and demand.

Other deliverables will be discussed/assigned by the line manager.

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