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| **Position Title:** | **National Sales Manager** | |

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| DMP&S Vision & Values | |
| ***To be a leading Australian manufacturer and supplier of premium pipe, fittings and rural products for the mining, rural, civil, commercial and infrastructure sectors, also to be a leader in proactive design and manufacturer of innovative products for the viticulture, horticulture, aquaculture and road/civil sectors.***  ***Safety***   * ***No job worth doing that cannot be done safely*** * ***Safety is everyone's responsibility***   ***Excellence***   * ***Working together to produce best outcomes***   ***Integrity***   * ***Doing what is right and doing what we say we will do***   ***Respect***   * ***Embracing openness, trust, teamwork, diversity and relationships that are mutually beneficial*** |
| JOB DESCRIPTION | |
| * **Abide by company Code of Conduct** * **Lead and mentor the Sales team.** * **Implement and manage Sale and Marketing systems; processes; procedures and controls.** * **Ensure accurate and timely Sales and Marketing reporting** * **Management of DMP&S Client relationships** * **Manage and plan for the company’s strategic revenue growth aspirations** * **Management of Key Account relationships including Mining, Industrial & Civil** * **Ensure compliance with Australian Competition & Consumer Commission (ACCC)** |
| Relationships | |
| **Reporting to:** Chief Executive Officer or Delegate  **Direct Reports:** Customer Service Centre Team Leader & Customer Service Managers  **Other relationships:** All Executive Staff & Teams | |

| **ACCOUNTABILITIES** | **EXPECTED OUTCOMES** |
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| **MANAGEMENT & LEADERSHIP**   * Lead sales with a National overview for DM Plastics & Steel through the strategic delivery of the complete range of products. * Establish sales objectives by developing annual sales budgets by products and region. * Drive the brand positioning of DM Plastics & Steel, understanding market segments and influencing growth across new and existing clients and markets. * Lead and develop a high-performance team to deliver and sell products in identified markets, delivering sales to meet and/or exceed budget. * Facilitate team meetings to promote a high-performance culture. * Set annual Targets for the sales team, measuring monthly. * Implement a process to track competitor behavior and pricing trends. * Conduct Performance reviews for the sales team. * Develop a formal Succession Plan across the sales functions. * Develop strategies to increase coverage for rural products. * Be personally responsible for the Mining, Industrial & Civil portfolio. * Drive the sales of fittings delivering growth year on year. * Leading the ONE TEAM ethos within the sales team. | * Track and document competitor capability. * Plan to identify potential staff for progression. |
| **LIASION**   * Ensure relationships are maintained and enhanced with All client’s key personnel. * Ensure the company is represented at trade meetings/shows and field days to promote DMP&S products as strategically appropriate. * Build on existing relationships with distributor and resellers groups. * Liaise with Authorities/Engineers/ Mining Principals regarding product approvals. | * To be value creating events. * Not limited to existing wholesalers/resellers. |
| **BRAND & MARKETING**   * Maintain branding guidelines. * Oversee Media platforms – Website, Linkedin etc . * Merchandising. * Advertising. * Brochures & Catalogues - Separate product specific catalogues. * Lead the company’s representation at trade association meetings, field visits and trade shows to promote relevant products. | * All branding to be within DMP&S guidelines. * Standardise range of merchandise products. * Ensure media content is accurate and up to date. * Brochure & catalogues to be updated to reflect most recent product offering. * All promotional and advertising to be of strategic value or have a proven ROI. |
| **REPORTING**   * Preparation of weekly, fortnightly, monthly reports. * Preparation of annual budgets. * Ensure sales forecast by area are current. * All client tracking, trends, follow up etc to be recorded in Pronto by all sales staff. | * Timely close off of month-end accounts. * Timely reporting of key sales information to Chief Operating Officer. * Generate timely and accurate reporting for sales & marketing. |
| **PROCESS & CONTROLS**   * Actively determine sales opportunities through defined market segment reviews. * Continually rethink, reposition and revive existing client relationships. * Maintain a pipeline of opportunities to ensure continuity of forward sales. * Manage the tender and bid process, providing support and leadership to ensure a high rate of success and the delivery of high standard of presentations and submissions. * Strategically drive marketing, advertising, branding and sponsorship events, delivering a return on investment. * Have a high level of understanding on market segments and enhance growth opportunities across new and existing clients. * Oversee Work in Progress (WIP) to a minimum of 2.5 times monthly budget. * Liaison with the Chief Operating Officer or Delegate on information requirements to enable effective decision making. * Track Customer retention & purchasing patterns. * Maintain Marketing Action Plans. |  |
| **KEY PERFORMANCE INDICTORS**   * Establish KPI’s to measure key areas in addition to set objectives. * Pricing errors * Invoiced & Day Sales revenue * Margin to budget * Forecast accuracy * Budget variance * Market share % | * Bench mark on LYTD and reset to drive continuous improvement. |
| **COMPLIANCE**   * Ensure strict compliance with Australian Customer & Consumer Commission (ACCC) Act by all sales staff. * Ensure the sales team are familiar with their obligations under the Act. * Ensure strict adherence to Pricing discount authority limits. * Ensure all sales staff comply with Company policies, procedures & directives. | * Compliance with all statutory requirements. * Limits as set out in the Delegation of Authority. |
| **OTHER**   * Maintain effective pricing controls. * Identify and implement opportunities to increase base sales and profitability. * Champion systems, procedures, controls and training of staff to maximise CRM modules in Pronto. * Keep up to date on competitor behavior. * Implement national and export strategies. * Drive the SA based Mining, Industrial & Civil (MIC) strategy. * Grow market share across heritage products. * Define appropriate channels to market for established and new products. * Manage pricing to win business. * Continually identify business potential across agribusiness, viticulture and steel. * Network and build relationships targeting identify key buyers and decision makers. * Establish and maintain sales pipeline | * Achieve company profitability expectations. |
| MINIMUm REQUIREMENTS | |
| Experience:  * + - Relevant tertiary qualification/s an advantage but not essential     - Performed at a senior sales level with a strong relative industry background     - Minimum of 5 years senior sales experience  Competencies:  * + - Demonstrated ability to develop and drive sales process improvement initiatives | |

**KEY PERFORMANCE INDICATORS**

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| **No** | **Item** | **Outcome** | **Achieved?** |
| 1 | **Accurate & timely sales & marketing reporting**   * Timely month end close off. * Timely, accurate & relevant Reporting Papers which address and report on key sales business plan objectives. * Preparation of annual budget to meet strategic business plan objectives. * Liaise closely with Executive to measure performance to business plan. * Key metrics reported by exception. | * EOM report to FC and MD 7 days after month end. * Annual Budget set with FC. * 12 month rolling forecast after first quarter. * LYTD & Month budget comparisons. |  |
| 2 | **Add value to DMP&S by:**   * Increase sales team operational understanding of the business. * Working closely with Executive team to identify improvement opportunities. * Attending operations & finance meetings. * Developing and implementing systems, processes and procedures that add value to the business. * Working closely with the Managing Director or Delegate and sales team to achieve Business Strategic Plan Objectives. * Drive a winning culture and cohesion between sales, operations and finance/admin team. | * One Team approach. * Accurate reporting and forecasting of key strategic plan objectives. |  |
| 3 | **Focus on key sales improvement objectives to improve Returns, including:**   * Focus on client value contribution. * Working closely with the Managing Director or Delegate and operations manager to develop a profitable fabrication division. * Identify sales improvement and profitability improvement opportunities. * Set pricing authority limits. * Finalise client credits. * Meet sales financial objectives. | * Improve profitability of business. * Guidelines within the DMP&S Delegation of Authority limits. * Investigate and finalise Credit within 3 working days. |  |
| 4 | **Development of sales team:**   * Management of client relationships. * Accurate and timely monthly sales reporting with accurate key metric analysis. * Develop governance and internal control framework of sales function. * Train and develop team to achieve key sales objectives. * Ensure all sales information entered in Pronto CRM. * Drive the sales guiding principles. | * Client costing finalised. * Accurate and timely monthly reporting. * Functional sales team with strong internal controls and governance. * Strengthening of internal control environment. |  |

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| **ACCEPTANCE** |

Please indicate that you have read and understand the position description and accept and acknowledge your specific occupational health and safety obligations, by signing below.

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| **Signature:** |  | **Signature:** |
| **Manager** |  | **Employee** |
| **Name;** |  | **Name:** |
| **Title:** |  | **Title:** |
| **Date:** |  | **Date:** |