

Sales Manager

Position Description



Position Title:	Sales Manager		
Reports to:	Head of Sales - Northern Region		
Direct Reports:	Account Coordinators, Business Development Coordinator VIP, Key Account Managers, Business Development Managers		
Financial Delegations:	None		
Division:	insighnia	Dept:	Sales
Location:	Brisbane	Date:	14/07/17

Company Overview

insighnia is a national label manufacturing business with a strong focus on quality – Quality award-winning labels, quality brands, quality service and quality people. insighnia has been helping their customers with printed & blank labels, portable & desktop printers, automated print-&-apply applicators, and coding & marking systems for over 40 years.

Mission Statement: Through people, process and passion, build a labelling and coding business which delivers unprecedented delight to customers resulting in long term security and opportunity for us all

Group Cores Values: Honour; Ownership and Commitment; Change for Strength; Diligence

Position Overview & Organisational Requirements

Position Summary:

The key responsibilities of the Sales Manager is to ensure the Internal and External Sales teams achieve allocated sales budget, ensuring that our customers receive superior service. This role works in collaboration with the other insighnia Sales, Technical Support and Production Managers to ensure the team are working effectively together.

Organisational Requirements:

- All positions within the Winson Group will support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees are required to act in accordance with the company's stated values and behaviours, customs and practices.
- Employees are required to comply with all relevant legislation, laws, regulations, standards, codes and the Group's policies and procedures.
- Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation, relevant to each state.

Key Responsibilities

- Display behaviours consistent with the stated Winson Values

Customer Care

- Creation and execution of the annual Sales plan in collaboration with the Head Of Sales - Northern Region that supports the company's strategic plan
- Ensure the 'tried&true' experience is delivered in every customer interaction with the insignia Customer Care team
- Ensure the company is always able to take phone calls, receive orders, generate invoices and ship product
- Ensure the team's custom and stock line order cut-offs are met 99.5% of the time
- Ensure the team are auxed in for a minimum of 300mins/day
- Approve all non-standard product requests, reseller sales, and tactical pricing variations for customers
- Approve urgent customer label requests
- Develop and maintain a thorough understanding of the Navision ERP system in relation to all transactional and warehouse tasks
- Handle customer escalations and focus on solutions to ensure the on-going profitability of the company
- Ensure all SOP's are up to date and being used across the team
- Drive process improvements including the exploration of IT infrastructure and also utilising Navision
- Ensure a thorough understanding of Navision and all sales and warehouse applications
- Benchmark and ensure up to date with best practice customer service standards

Internal & External Account Management & Sales s

- Ensure sales budgets are achieved or exceeded
- Ensure the team are achieving KPI's in relation to sales outbound calls and Account Reviews
- Ensure the team are following up quote requests within 24 hours
- Ensure the team are auxed in for a minimum of 200mins / day
- Ensure External Sales team achieves weekly activity based KPI's and Budgets
- Attend joint field customer visits
- Ensure the Internal Sales team maintains positive and supportive relationships with the other insignia Sales teams to ensure the effectiveness and success of the organisation
- Remain up to date with the latest in account management/CRM practices, systems technology and People and Culture approaches
- Create and maintain positive working relationships with the insignia Sales, Customer Care and Production Managers to ensure the teams are working together effectively

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- Act as the liaison between Production and Sales and stay neutral to ensure the best possible outcome for the insignia customer
- Maintain a comprehensive knowledge of all insignia consumables sold including their characteristics and applications

Leadership and Management

- Lead and promote company core values & brand
- Recruit and onboard new team members
- Ensure all staff are trained, and continually develop their skill sets
- Manage and develop individual development plans (if applicable) for staff for both their day to day and long-term professional goals
- Work with People and Culture to keep Training Plans up to date
- Plan and approve all rosters and staff leave in line with customer requirements

Key Competencies/Experience

Key Competencies

- Knowledge of principles and methods for promoting, and selling products or services. This includes product demonstration, sales techniques, and sales control systems.
- Knowledge of principles and processes for providing customer service. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Experience in the planning, production and analysis of Marketing campaign strategy
- Previous experience in database management and segmentation
- Demonstrated ability to develop and maintain professional working relationships across a broad-range of management, colleagues and suppliers.
- Experience in people management with the ability to lead, influence and drive for results

Experience

- 5 years' experience in a Sales Management role
- Understanding of Marketing principles
- Proven experience in working with client database systems and MS Office applications

Key Performance Indicators

- Behaviours are aligned to Winson's stated Values and Behaviours
- Ensure 100% of applicable sales budgets
- Ensure Internal and External Sales Team reach allocated KPI's
- Department NCT rate less than 2%

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Qualifications

- Vocational qualifications in business or undergraduate business degree

Mandatory Criteria

- Open C class vehicle license

Specific Requirements of the Position

- Ability to travel interstate occasionally
- Ability to attend up to 2 weekend conferences per year
- Ability to work outside normal business hours to accommodate external state/territory daylight savings and public holidays, when required

Key Stakeholders

Internal

- Head of Sales - Northern Region
- Sales team
- Customer Care team
- Marketing team
- Management
- insignia employees

External

- Customers
- Suppliers

Authorisation

Please sign to confirm that this Position Description has been discussed by both parties.

Employee Name & Signature	_____	Date	_____
Manager Name & Signature	_____	Date	_____