| Business Unit<br>ElectricalEquipment | SUBJECT | DOCUMENT No. 1 |
|---|---|---|
| | **ACTIVITY PROFILE:<br>Sales Manager** | REVISION No. 00 |
| | | WRITTEN BY: DL |
| | | APPROVED AND DATED:<br>2026/03/16 |

**1.0 SCOPE**

Assumes full responsibility for the sales performance of the branch (internal and external). Manage key accounts by regularly calling on customer base. Expand customer base. Undertake market research. Offer product advice. Motivate sales personnel. Review quotations and tenders.

**2.0 PURPOSE**

The purpose of this role is to drive high sales performance, grow revenue, and expand the customer base through effective sales leadership, customer relationship management, and market development.

**3.0 POSITION**

Sales Manager

**4.0 DEPARTMENT**

Sales Department

**5.0 REPORTS TO THE**

Branch Manager

**6.0 ORGANOGRAM**

Yes

**8.0 RESPONSIBILITIES/ACCOUNTABILITIES**

- Stock management (ordering and optimisation).
- Ensuring proposals strictly meet all client requirements and tender bids are submitted on time
- Fully cognisant of new and existing products development.
- Market research.
- Keep abreast of competitor activity.
- Promote existing and new products by offering product advice.
- Maintain customer contact – call on existing and new clients.
- Grow and expand customer base.
- Keep customer records for monitoring sales trends per product group.
- Monitors and manages sales personnel to ensure customer satisfaction and service.
- Submits monthly report.
- Provide product backup on request.
- Collation and submission of tenders.
- Assist in setting and controlling selling prices.
- Assist in preparation of sales budgets and margins.
- Deputise for Branch Manager in his / her absence.
- Develop non-cable market
- Day to day management of external sales employees
- Any other reasonable duty requested from seniors

**9.0 Qualifications & Experience**

- Matric/N3
- Electrical Engineering Diploma would be advantageous, sales experience in the electrical products market and Product training certificates would be advantageous
- 8+ years
- Good product knowledge
- Knowledge of market and competitors. Good negotiating skills. Knowledge of company procedures.
- Good interpersonal skills. Experience in dealing with target market at a senior level.
- Experience with quotations/tendering. Experienced in the motivation of sales employees.

**Authorised by:**

**Name:** _____

**Designation:** _____

**Accepted by:**

**Name:**_____

**Designation:** _____