



# Job Description

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<b>Job Title</b> National Sales Manager	<b>Job Location</b> Dar es Salaam	<b>Category</b> Sales
<b>Job Type</b> Full Time	<b>Job level</b> Senior Manager	<b>Industry</b> FMCG, Retail & Wholesale
<b>Open to Expatriates</b> Only Open to Tanzanian Nationals		

## Minimum Requirements

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<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> FMCG, Retail & Wholesale: 10 Years
<b>Secondary Industry</b> -	<b>Primary Category</b> Sales: 10 Years	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

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The National Sales Manager will be responsible for both the development of strategy and implementation of organization's Sales Program, including acceleration of sales growth and collaborating with senior team to set sales goals. The Manager will lead, manage and ensure that the sales team meet the company sales objectives across all regions. This position requires a results oriented individual, who understand the market with great interpersonal, organizational and coaching skills.

## Responsibilities

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### Business Manager - Strategy and Planning – Steers the Business

- Develops the annual sales, distribution, channel management strategy, plan & budget based a deep understanding of our market driven by customer insights, our partnerships and market opportunities.
- Champion & co design systems and processes to monitor, evaluate and report on performance of key performance indicators.
- Develop company Go To Market Strategy – Incentive schemes, structures, policies and sale process guidelines
- Conducts regular research to keep up with trends and best practices, which gives the business a competitive edge and keep the business at par with some of the competitive players in the market.
- Ensuring that the company maintains a level of profitability by achieving targets while maintain an acceptable company threshold for operation cost.

### People Manager - Recruit, Build and Nurture

- Motivate and influence the sales team to ensure that the team stays motivated and focused to achieve their targets.
- Recruit and co – develop sales on boarding program.
- Subordinates effectiveness:
  1. a) Regular review of Department KPIs, performance assessment vs KPIs along with related internal and external reporting
  2. b) Ensure staff understands the context of their roles in relation to company's strategy.
  3. c) Ensure staff in your department when performing their duties exhibit proper / acceptable behaviour.
- Periodically conduct performance reviews with team to confirm performance and develop development plans.
- Co -Develops training programs and plans for sales team as well as training evaluation tool evaluation;
- Coach the team, give feedback and develop talent internally – at least 40% of time should be spent on talent development;
- Ensure staff have the resources they require to perform their work
- Regularly visit the regions

### **Customer Manager – Strategically Foster Customer Engagement**

- Co –design systems and process to gain quantitative insights on customer behavior and opportunities to guide our product innovation pipeline
- Regular meeting with customers to confirm customer satisfaction
- Develop and co – build sales process of motivate the management of a good and healthy customer portfolio by the sales team.

## **Requirements**

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- Minimum of 10 years of related work experience; FMCG or Financial Services
- Led a sales team of 20+ sales staff at Senior level.
- Managed independent, 3rd party sales channels and partnerships;
- Worked in sales in rural environments where distribution is challenging.
- Experience working as a Sales Manager for a startup company

## **Characteristics**

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- Ability to work under pressure with tight deadlines
- Good organizations and planning skills
- Ability to move and inspire team
- Good Presentation & Negotiation Skills
- Fluent in Kiswahili and English.
- Computer literacy with Microsoft Office Products

## **Driving Licence**

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Not Required

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