

## JOB DESCRIPTION

Job Title	Sales Manager	Job Reference No.	
Department	Sales & Strategy	Created / Revised	July 2022
Reports to	Vice President Sales & Strategy	Staff Supervised	2

Type of position:	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern	
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**OBJECTIVE:** To achieve sales targets set by the Vice President Sales & Strategy

### ACCOUNTABILITIES

#### Sales Goals and Objectives:

- Develop and implement a sales plan and sales strategies that ensure attainment of the company’s sales targets.
- Facilitate the achievement of sales targets as well as the department’s financial objectives by forecasting requirements, assisting with the preparation of the annual budget, scheduling expenditure, analyzing variances, and initiating timely corrective action.
- Analyze customer and competitor trends and other marketing data.
- Develop and implement appropriate strategies aimed at leveraging opportunities or mitigating risks as identified from analysis of marketing data.
- Assist as required with market research and analysis to guide the identification of new markets, the development of new products, improve the market positioning of existing products, and increase the effectiveness of the sales team.
- Assist in the development of marketing and advertising campaigns as required in collaboration with the marketing function of the company.
- Conduct an evaluation/debrief of each sales campaign to determine new sales/ product opportunities and what can be improved.

#### Client Relationship Management:

- Develop in-depth understanding of a credit union/ cooperative’s business direction, challenges, and opportunities, designing solutions that contribute to the credit union/ cooperative’s and CCIS’s success.
- Maintain contact with all clients in the market areas to ensure high levels of client satisfaction and be proactive in understanding the trends and issues likely to impact the market.
- Support the company’s marketing function to ensure appropriate representation at events hosted by or linked to the Credit Union community.

**Management Reporting/ Control:**

- Assist the Vice President Sales, & Strategy and the Finance Department as required, to develop the Annual Sales Budget for the Sales function.
- Control selling and marketing expenses to meet budgetary guidelines.
- Report to the Vice President Sales, & Strategy on new projects, progress towards goal achievement, sales forecasts, sales revenue, competitors, market trends and any other business-related requests.

**Principal Representative:**

- Primary contact with the Financial Services Regulatory Authority – St Lucia and other regulatory authority which governs the laws under which the company operate (“the Regulators”) for matter relating to the Company’s Insurance License, as well as compliance with the Insurance Act and other applicable legislation.
- Ensure that correspondence received from the Regulators are promptly referred to the relevant Executive for action by copy to the Managing Director and CEO, following up to ensure appropriate and timely action is taken.
- Ensure that the Company and every person authorized to provide services on the Company’s behalf complies with the Insurance and all applicable legislation.
- In conjunction with the Executive responsible for Risk and Compliance, ensure that the Company’s business system, practices, and management of the daily operations of the company are carried out in accordance with the applicable legislations, making recommendation as necessary, to ensure all regulatory and other legal requirements are monitored and met on a continuous basis.
- In conjunction with the Executive with responsibility for Finance, ensure that all required regulatory reports are completed and filed with the appropriate fee paid to all regulatory and government bodies in a timely manner.

**SKILLS REQUIREMENTS**

- Ability to drive for results and lead from the front in the achievement of targets
- Proven leadership skills
- Business development skills
- Strong interpersonal skills
- Effective listening skills
- Planning and execution skills
- Excellent communication skills (verbal and written)
- Negotiation skills
- Analytical skills
- Strong problem-solving skills
- Strong presentation skills
- Flexibility and adaptability to change
- Proficient in Microsoft Suite

**The ability to:**

- Apply knowledge of the business and the marketplace to advance the organisation's goals.
- Interpret and apply understanding of key financial indicators to make better business decisions.
- See ahead to future possibilities and translating them into breakthrough strategies.
- Handle conflict situations effectively.
- Effectively build formal and informal relationship networks inside and outside the organization.
- Relate openly and comfortably with diverse groups of people.
- Gain the confidence and trust of others through honesty, integrity, and authenticity.
- Operate effectively, even when things are not certain, or the way forward is not clear.
- Consistently achieve results, even under tough circumstances.
- Adapt approach and demeanor to match the shifting demands of different situations and personalities.

**EXPERIENCE REQUIREMENTS**

- 3 -5 years' experience in Sales Management in the Financial Services Industry
- Demonstrated record of achievement in a sales position

**EDUCATION, KNOWLEDGE AND CERTIFICATION REQUIREMENTS**

- Bachelors' Degree in Business Administration or relevant discipline
- Industry/ Sales Training
- Strong understanding of customer and market dynamics
- Possession of a reliable working vehicle is mandatory