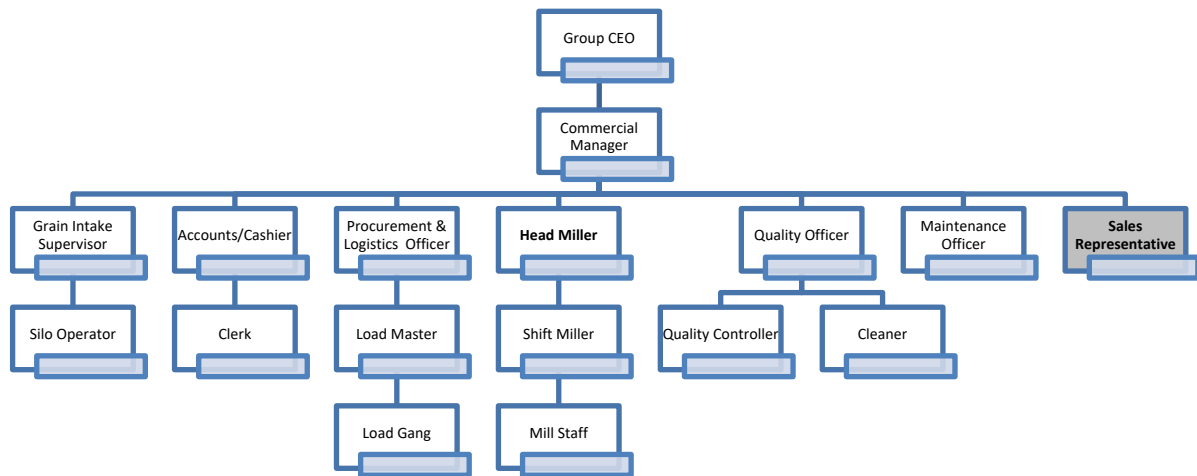


Hangala Foods

JOB DESCRIPTION

POSITION TITLE:	SALES REPRESENTATIVE
REPORTING TO:	Commercial Manager
DEPARTMENT:	Commercial
SUBORDINATE:	None
DATE:	February 2025
GRADE:	

POSITION IN THE ORGANISATION



Purpose of the Position

This Position is responsible for:

To advertise and sell milling and milling-related products to achieve Company goals, objectives and targets.

PERFORMANCE SPECIFICATION			
No.	Key Performance Area	Key Tasks	
1.	Advertising	1.1	Explain to customers how specific types of milling products will help promote their retail service offering.
		1.2	Provide clients with estimates of the costs of milling products.
		1.3	Locate and contact potential clients to offer products.
		1.4	Process all correspondence and paperwork related to accounts.
		1.5	Prepare and deliver sales presentations to new and existing customers to sell new products, and to protect and increase existing product offerings.
		1.6	Inform customers of available options for ordering.
		1.7	Deliver advertising or illustration proofs to customers for approval.
		1.8	Markets and sells various products to the Aspirant market in allocated areas.
2	Sales	2.1	Follows up on new leads and referrals resulting from field activity.
		2.2	Identifies sales prospects and contact these and other accounts as assigned.
		2.3	Prepares presentations, proposals and sales contracts.
		2.4	Develops and maintain sales materials and current product knowledge.
		2.5	Attends sales meetings, industry trade shows, and training seminars to gather information, promote products, expand network of contacts, and increase knowledge.
3	Effective Client Relationships	3.1	Establishes sound working relationships with key players in the market and maximise opportunities to gain access to prospective clients.
		3.2	Builds inspiring client relationships by understanding and exceeding client needs and ensure professionalism at all times
		3.3	Use appropriate presentation and communication techniques to present to groups and individuals for one-on-one selling
		3.4	Use appropriate interpersonal techniques to gain client acceptance whilst endeavouring to close a sale.
		3.5	Continuously demonstrate energy and drive to achieve set targets timeously.
		3.6	Analyse and keep abreast of market trends and demonstrate flexibility and adaptability as required.
		3.7	Deliver world class customer service excellence, ensuring legislative compliance at all times.
4	Cohesive Team working environment	4.1	Establishes and maintains sound working relationships with co-workers / team members to resolve problems.
		4.2	Actively participates and contributes towards effective working relationships
		4.3	Discusses and sets objectives to improve relationships with co-workers.

MINIMUM EDUCATIONAL REQUIREMENTS	
1.	Grade 12 NQF Level 3
2.	National Diploma NQF Level 5 in Sales/Marketing from an accredited tertiary institution

MINIMUM YEARS OF EXPERIENCE REQUIRED:

1. At least 3 years sales and advertising experience with proven track record
2. Pleasant and outgoing personality.
3. Customers service orientated.
4. Must be Committed, Positive and Hardworking.
5. MS Excel and PowerPoint experience is required.
6. Able to work under pressure and meet deadlines.
7. Excellent interpersonal and communication skills in both written and spoken.
8. Ability to persuade and influence others.
9. Ability to develop and deliver presentations.
10. Strong interpersonal and communication skills.
11. Knowledge of advertising and sales promotion techniques

KEY PERFORMANCE AREAS

1. Advertising
2. Sales Effectiveness
3. Sales Leads Generation
4. Customer Satisfaction
5. Building Customer Relationships
6. Identification of new markets
7. Administration

APPROVAL (SIGNATURES REQUIRED):

INCUMBENT NAME: _____ **DATE:** _____

SUPERVISOR NAME: _____ **DATE:** _____

COMPILED BY EASY-HR CONSULTANCY: **DATE: 18 NOVEMBER 2024**

The above statements are intended to describe the general nature and level of work being performed by the incumbent in this job. They are not intended to be exhaustive list of all responsibilities and activities required of position. It should not be seen as precluding future changes of this job.