

Protea Automation Solutions (Pty) Ltd

A member of the Protea Technology Group

Document Title: Job Description		Document No.: AQS : D05				
Prepared By:	Date:	Authorised By:	Date:	Revision No.: 0	Page: 1	Of: 5

Division:	SALES
Job Function:	PRODUCT SPECIALIST
Reporting to:	NATIONAL SALES MANAGER

Description and Duties of Job Function:

Product Specialists facilitate the sale of a specific range of products and services to industrial establishments, retail or wholesale outlets. They visit clients with or on behalf of Sales Engineers at their work place to assist in solving process problems, demonstrate and promote equipment and take orders.

- Arrange a documented program of visits to all potential customers in their allotted area and assist in making appointments.
- Develop and update their knowledge of their principals and competitors products and discuss with colleagues how best to promote and sell products and services.
- Assess customer needs, explain and demonstrate products to them, which will involve providing technical description of products, as well as describing the purposes for which they may be used. That is, "solution" sell.
- Should it be necessary to assist in installation and commissioning of any demonstration equipment (where possible) on order to attain an order.
- Assist in quoting and negotiate prices and commercial terms & conditions, prepare tenders in order to achieve sales targets.
- Report to employer on sales, sales forecast and provide feedback on the marketing of new or established Products and market intelligence.
- Carry out formal presentation of products with training aids available, attend and assist in promotional exhibitions and road shows.
- Be involved in telemarketing.
- Assist in stock-take.
- Maintain relations with existing clients and identify new clients in order to grow the business.
- Maintain relationship with principal relevant to product portfolio.
- Maintain communication with colleagues on training and pricing.
- Identify specific market opportunities in all geographical areas.
- Be aware of competitive products and pricing in order to maximise sales opportunities.
- Supply advertising and editorials.

Level of Responsibility, Accountability and Authority:

- To achieve the budgets set for the year (order intake and gross margin).
- To explore and address all possible markets within the geographical sales areas, in order to promote and sell products within the portfolio.
- To achieve specific objectives set by employers.
- To meet reporting and activity deadlines.
- To comply with company quality systems which embodies the principle of continual improvement.
- To be punctual and professional in all aspects of business.
- Maintain product knowledge in order to promote the equipment effectively.
- Strategise and cooperate with colleagues for the long-term sustainability of the business.
- Product Specialists are authorised to sign for quotations and tenders up to a value of R 750 k.
- To achieve the budget, set by and agreed to, by the principal.

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Qualification, Training, Competencies and Skills Required:

- A form of technical qualification or experience relative to the products within the portfolio.
- An understanding of processes relevant to industries within the designated geographical area.
- An understanding of product technical capabilities and applications.
- A valid drivers licence.
- To be persuasive, friendly and confident in manner.
- To be able to work independently and as part of a team.
- To have good negotiating and communication skills.
- To have a high level of integrity, enthusiasm and commitment
- To be neat in appearance.
- To have the ability to analyse and interpret information.
- To show creative initiative and exercise good judgement.
- To work accurately under pressure.
- To be well organised in all aspects of business i.e. preparation & administration.
- To be reliable and dependable.
- Experience or qualification in Sales.

Knowledge and Experience Required:

- Good understanding of process applications and relevant instrumentation associated with various industries.
- Preferably plant maintenance experience (advantageous)
- Preferably previous sales experience (advantageous)
- To have organisation skills.

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- Assessing market size and potential
- Setting a detailed three to five year sales strategy and revenue targets with management
- Developing realistic yet thorough implementation plans to achieve sales strategy
- Categorise market segments and develop sales territories
- Determining sales force size; mix and total go to market strategy
- Developing areas of differentiation and excellence

- Set and achieve yearly, quarterly and monthly goals and objectives based on sales strategy
- Set annual, quarterly, monthly and weekly goals with each sales representative and with team
- Develop action strategies and implementation plans to achieve organisational objectives
- Take full ownership for results, and report to management in good time if a goal will not be achieved

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- Define short- and long-term goals and priorities for the sales team based on strategy and current realities

- Co-develop, implement and regularly update a comprehensive induction-training program for new recruits
- Periodically develop and implement new product and services training programs and product knowledge assessment tools
- Facilitate on-going sales skills training and development of all members in division
- Develop, implement, and monitor a self-development program for team members utilizing audio, video, book and magazine library on sales skills, marketing, etc.
- Facilitate training and on-going development of support personnel aiding the sales team

- Do joint sales calls with sales representatives
- Define coaching objectives with reps pre coaching calls
- Assess and monitor critical selling skills and on the job behaviors important to achieving results
- Give verbal and written feedback to reps identifying and encouraging talent and developing mitigation strategies on weaknesses and identified areas of non-talent
- Measuring improvement objectives over time

- Create a fun, inspirational and high-performance team culture

- Provide leadership and scope to the sales team
- Assume the leadership position in directing the sales team towards victory
- Exhibit a participative leadership style
- Make key decisions and assume responsibility and accountability for decisions
- Regularly communicate the overall objectives achieved by the team's sales effort and the contribution made to society
- Instill a sense of mission and purpose in team so as to create absolute coherence between strategy and execution
- Communicate and deal with problems and sensitive issues with strength, decisiveness and compassion

- Develop a measurement process for measuring key sales variables, e.g. average sale value; average sales cycle length; average margin; average monthly sales per rep; etc.
- Set and measure individual activity objectives based on each team member's strength, talent and style
- Set KPI's and KRA's for sales team based on objectives and strategies
- Conduct performance management assessments
- Conduct regular individual meetings as required

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- Achieve sales targets
 - Achieve margin and bottom-line targets
 - Measure total sales force cost as ratio to sales
 - Keep total sales force cost within pre-determined parameters
 - Research, develop and implement a comprehensive and accurate sales forecasting methodology
 - Regularly update, manage and report on sales forecast
 - Find areas of improvement impacting the bottom line
 - Liaise with finance on sales forecast, cash-flow and key financial ratios
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- Collect and update competitor intelligence
 - Analyse competitor strengths and weaknesses and conduct annual SWOT analysis
 - Develop and implement positioning and R&D strategies and action plans with management
 - Communicate competitor information to sales team
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- Create a weekly sales report template for sales team
 - Collect weekly and monthly sales reports from sales team and analyse
 - Create a weekly and monthly sales report template for management
 - Timely submit accurate and comprehensive sales reports to management
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- Develop effective sales cycles and approaches for different sales approaches
 - Conduct innovation workshops on a regular basis with team to improve processes
 - Conduct best practices meetings with team
 - Develop and update sales differentiator books
 - Develop quality sales aids and presentation systems to assist sales team with making high-profit, high-volume sales
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- Formally collect research data on product and solutions requirements from sales team
 - Conduct periodic focus group sessions to determine market needs for R&D purposes
 - Brainstorm and recommend new value propositions with the sales team and make recommendations to management
 - Oversee development of new value propositions
 - Co-design and develop new sales aids, product brochures and marketing collateral on new value propositions
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- Develop world-class customer service benchmarks on collaboration with customers, clients and the team
 - Develop and implement customer feedback systems to assess customer service and customer loyalty

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- Instil a culture of customer service and quality control implementation and adherence to service standards

- Develop and implement a personal development plan
- Research and study world-leading sales force effectiveness literature and methodologies
- Attend courses, read books etc. to develop personally and professionally
- Implement a culture of growth and constant and never-ending improvement

- Contribute to the building of a world-class brand through being a strong ambassador of the company in all day-to-day dealings with staff and the public
- Contribute to the development of a company policies and procedures manual
- Ensure high levels of performance and assume total accountability for team performance