

<b>JOB TITLE</b>		<b>REGIONAL SALES MANAGER</b>	
<b>JOB OBJECTIVES:</b>			
<ul style="list-style-type: none"> <li>o Implement strategies for the achievement of the company's sales targets across all product segments for the region.</li> </ul>			
<b>DEPT/DIVISION:</b>		<b>REPORTS TO:</b>	<b>SUPERVISES:</b>
Sales		Country Sales Manager	o State Business Managers. Team Leads
<b>RELATIONSHIPS:</b>			<b>GRADE:</b>
Divisional and Department Heads, Employers, Labour Union, Organised Private Sector			MGRS – AGM
<b>JOB RESPONSIBILITIES:</b>			<b>KEY PERFORMANCE INDICATORS:</b>
<p><b>1. Sales</b></p> <ul style="list-style-type: none"> <li>o Establishes sales objectives by forecasting and developing annual sales budget for regions and products; projecting expected sales volume and profit for existing and new products.</li> <li>o Direct the execution of strategic business development and develop and maintain key relationships within the various business segments and states.</li> <li>o Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.</li> <li>o Develop new strategies, tactics, and plans for future growth of company's customer database in assigned region.</li> <li>o Direct activities involving sales of products or services, or other subjects of sale and ensure that the sales target is met within timelines.</li> <li>o Represent the company's business interests in various conferences, trade fairs, and networking events to attract more customers.</li> <li>o Develop and drive the strategy for the creation of a low risk portfolio.</li> </ul> <p><b>2. Office Administration</b></p> <ul style="list-style-type: none"> <li>o Oversee the maintenance of all assets and facilities within the region.</li> </ul> <p><b>3. Strategy, Management &amp; Business Continuity</b></p> <ul style="list-style-type: none"> <li>o Set and implement the vision and strategy for the region in alignment with the corporate goals.</li> <li>o Develop and manage the budget for the region.</li> <li>o Provide/present formal report of activities and achievements of the region monthly to the Country Sales Manager.</li> <li>o Establish and attend meetings as required.</li> <li>o Participate in internal meetings or committees to provide advice on sales and sales management.</li> <li>o Establish a system of knowledge management to capture, store, transfer and retrieve work done within the region for posterity and business continuity.</li> <li>o Support the preparation for and response to audits and ensure that any audit requests/findings are appropriately responded to in a timely fashion.</li> </ul> <p><b>4. People Management</b></p> <ul style="list-style-type: none"> <li>o Provide direction and clarify responsibilities for team members.</li> <li>o Communicate effectively with team members and ensure that they are accurately and promptly informed as required.</li> <li>o Ensure team cohesiveness and effectiveness within the region. Ensure a seamless handshake with the processes and teams of other departments and/or regions.</li> <li>o Optimise employee engagement within the team.</li> <li>o Plan, support, evaluate the performance of members of the regions.</li> <li>o Provide development support and equip team members with the knowledge and skills required to perform their job effectively.</li> </ul>			<ul style="list-style-type: none"> <li>o PBT Contribution (N'M)</li> <li>o Risk Assets (N'M)</li> <li>o Cost-Income Ratio</li> <li>o New-to-Book ratio</li> <li>o Number of Mandate Acquisitions</li> <li>o Team efficiency</li> <li>o Growth in active customers</li> <li>o % Employer Churn</li> <li>o Customer Satisfaction Index</li> <li>o Employee awareness level of products</li> <li>o ENPS</li> <li>o Number of ready successors developed (compared to bench required for critical roles)</li> </ul>
<b>COMPETENCE REQUIREMENTS</b>			<b>APPLICATIONS &amp; TECHNOLOGY</b>

<b>Functional:</b> <ul style="list-style-type: none"> <li>○ Critical Thinking, Problem Solving and Analytical Skills</li> <li>○ Relationship Building &amp; Management (including collaboration &amp; teamwork)</li> <li>○ Selling Skills</li> <li>○ Effective Communication Skills</li> <li>○ Financial Acumen</li> <li>○ Strategy Development and Execution</li> <li>○ Stakeholder Management</li> <li>○ In-depth Knowledge of Consumer Lending</li> <li>○ Database Management</li> </ul>	<b>Behavioural:</b> <ul style="list-style-type: none"> <li>○ Leadership, Influencing and Negotiation</li> <li>○ Mentorship and Supervision</li> <li>○ Initiative</li> <li>○ Accountability</li> <li>○ Flexibility</li> <li>○ Self-Drive</li> <li>○ Emotional Intelligence</li> <li>○ Continuous Learning &amp; Improvement</li> <li>○ Self-Assured, Confident and Assertive</li> </ul>	<ul style="list-style-type: none"> <li>○ Microsoft Word, Excel and PowerPoint</li> <li>○ Mambu</li> <li>○ Mosulend</li> </ul> <hr/> <p style="text-align: center;"><b>WORK CONDITIONS</b></p> <ul style="list-style-type: none"> <li>○ A typical work environment in financial services.</li> <li>○ Requires regular travel to branch locations across assigned region.</li> </ul>
<b>JOB SPECIFICATION</b>		
<b>Educational Qualification</b>	<ul style="list-style-type: none"> <li>○ A first degree is required</li> <li>○ Master's degree as added advantage</li> </ul>	
<b>Professional Qualification</b>	<ul style="list-style-type: none"> <li>○ CIMN or any other relevant certification</li> </ul>	
<b>Desired Experience/ Knowledge</b>	<ul style="list-style-type: none"> <li>○ At least 5 years' experience in a management role within the Financial services industry.</li> <li>○ At least 12 years of successful sales experience, preferably in financial services industry. Good knowledge of consumer lending is preferred.</li> <li>○ Experience in market research.</li> </ul>	