

JOB DESCRIPTION

I. JOB DETAILS:			
Position Title:	Sales Representative		
Report to:	Area Manager, Sales Supervisor or Factory Manager		
Business unit/ Department	Marketing & Business Development Department		
Grade:	Team Member	Date:	April 2012
II. JOB DIMENSIONS: (Key Factors)			
Number of Staff Supervised	Direct Reports	0	
	Total	0	
Key Financial Dimensions: SR.	Operating/ Capital Budget	-	
	Revenues	SAR 5,000,000 to 20,000,000	
	Purchases	-	
	Assets	-	
	Others (Identify)	Volume and Gross Margin Targets in his area	
III. JOB PURPOSE:			
To promote & sell the company's products and solutions to customers, namely ready-mixed concrete and other concrete products produced by the company; serve the customer after the sale.			
IV. COMMUNICATIONS & WORKING RELATIONSHIPS:			
Internal			
<ul style="list-style-type: none"> Sales teams in the area, Sales Specialist, Sales Engineers, Sales Representative, Collection, Marketing, Area Sales Managers, Regional Sales Managers, Regional Manager, General Managers. 			
External			
<ul style="list-style-type: none"> Key Customers, Key Consultants, Project Managers, Business Owners and Government Officials. 			
V. WORKING CONDITIONS:			
<ul style="list-style-type: none"> Office Set-up With AC and frequent visit outside and exposed to high temperature and humidity. 			
HAZARDS & ATMOSPHERIC CONDITIONS			
Hazards and Atmospheric Conditions Types	Y/N	Hazards and Atmospheric Conditions	Y/N
<ul style="list-style-type: none"> Exposure to Fumes 	N	<ul style="list-style-type: none"> Mechanical Hazards 	N
<ul style="list-style-type: none"> Exposure to Dust 	N	<ul style="list-style-type: none"> Chemical Hazards 	N
<ul style="list-style-type: none"> Exposure to Extreme Temperatures 	N	<ul style="list-style-type: none"> Electrical Hazards 	N

▪ Wet and/or Humid	N	▪ Radiant Energy Hazards	N
▪ Noise	N	▪ Explosives Hazards	N
▪ Vibration	N	▪ Burn Hazards	N
▪ Mists or gases	N	▪ Other	N
Comments.			
EQUIPMENT & TOOLS			
List Equipment used for job:	List Tools:	Types Drives Vehicle:	Others
		▪ Light Vehicle	

VI. ACCOUNTABILITIES:	
DESCRIPTION:	KEY RESULT AREA (KRA)
<p>Policies & Procedures:</p> <ul style="list-style-type: none"> Direct the development and oversee the implementation of operational policies covering all areas of Sales activities so that all relevant procedural/legislative requirements are fulfilled while delivering a quality, cost-effective service to customers. 	<ul style="list-style-type: none"> Compliance with procedural and legislative requirements. Effective communication of policies and procedures.
<p>Budgeting & Cost Control:</p> <ul style="list-style-type: none"> Direct the preparation of the Sales functional budgets and monitor financial performance versus the budget in his area so that the business is aware of anticipated costs/revenues, areas of unsatisfactory performance are identified and potential performance improvement opportunities are capitalized upon. 	<ul style="list-style-type: none"> Financial variance versus budget. Budgets and plans prepared within budgeting process timescales. Accuracy of budget.
<p>Leadership:</p> <ul style="list-style-type: none"> Ensure the effective achievement of Sales functional objectives through the leadership of the Sales function – setting individual objectives, managing performance, developing and motivating staff, provision of formal and informal feedback and appraisal – in order to ensure that the highest level of performance is achieved. 	<ul style="list-style-type: none"> Individual objectives, training and development plans in place for all direct reports within the timescales of the SRMC performance management process. Frequency of feedback and performance appraisal meetings.
<p>Safety, Quality & Environment:</p> <ul style="list-style-type: none"> Ensure compliance to all relevant safety, quality and environmental management policies, procedures and controls across the factories and SRMC premises to guarantee employee safety, legislative compliance, delivery of high quality products/service and a responsible environmental attitude. 	<ul style="list-style-type: none"> Frequency of LOST TIME INCIDENT 's, safety incidents and near misses. NCRs
<p>Market Intelligence:</p> <ul style="list-style-type: none"> Be aware of and provide information on market opportunities and competitor activity in assigned area to assist in the development of new product and sales plans 	<ul style="list-style-type: none"> Competitor reporting

VI. ACCOUNTABILITIES: Continue.	
DESCRIPTION:	KEY RESULT AREA (KRA)
<p>Market Development:</p> <ul style="list-style-type: none"> Search for leads and suspects and follows up on prospective customers in his allocated sales territory. Proactively seeks and reports market opportunities (such as new products, new markets, new customer needs, etc.) that might add value to the company and its stakeholders. Maintains files and reports on bid pending, firm pending, and lost projects to competitors 	<ul style="list-style-type: none"> No. of new customers Present sales of special products
<p>Customer Relations:</p> <ul style="list-style-type: none"> Develop and promote positive, professional, trusting, long-term and profitable relationship with customers Conduct regular visits to customers in order to provide them with their requirements of Company products 	<ul style="list-style-type: none"> Repeat Customers Share of wallet
<p>Sales:</p> <ul style="list-style-type: none"> Prepare and submits quotations and proposals as per the company's pricing policies and standard terms and conditions. Actively promote and sell new products introduced by the company Negotiate and close contracts with customers equal to or above gross margin target 	<ul style="list-style-type: none"> No. of quotations Sales of new products and special concretes Actual versus target sales
<p>Customer Records</p> <ul style="list-style-type: none"> Maintains complete and accurate files (hard and electronic) for each customer that contains all contractual and commercial documentation and related correspondence pertaining to that customer. 	<ul style="list-style-type: none"> Complete customer files
<p>After Sales-Service:</p> <ul style="list-style-type: none"> Occasionally conduct site visits, especially big sites and during major pours. Visits the site immediately to help solve any problem, in the unlikely event of a critical problem happening at site. Prepare monthly forecasts for his customer requirements Ensures that his customers pay as per the contractual credit conditions Follow up internally with staff to ensure that all requests and/or complaints are completed in a timely manner to the customer's satisfaction 	<ul style="list-style-type: none"> DSO Ageing Report Forecast accuracy
<p>Record of Complaints:</p> <ul style="list-style-type: none"> Ensure that all customer complaints are accurately recorded in accordance with SRMCC process and procedure, so that problems are made aware of and proper action can be taken. 	<ul style="list-style-type: none"> Timeliness of recording customer complaints Accuracy of complaint description

VII. SUPERVISORY RESPONSIBILITIES: (If Applicable)
<ul style="list-style-type: none"> None.
VIII. QUALIFICATIONS & EXPERIENCES:
EDUCATION
<ul style="list-style-type: none"> Bachelor of Science
MINIMUM EXPERINCE
<ul style="list-style-type: none"> Experience in sales is an advantage

VIII. JOB-SPECIFIC SKILLS:			
JOB-SPECIFIC SKILLS	LEVEL	JOB-SPECIFIC SKILLS	LEVEL
<ul style="list-style-type: none"> None. 			

X. JOB-GENERIC SKILLS:			
JOB-GENERIC SKILLS	LEVEL	JOB-GENERIC SKILLS	LEVEL
<ul style="list-style-type: none"> Health & Safety Systems 	Very Good	<ul style="list-style-type: none"> Maintenance Principles 	Good
<ul style="list-style-type: none"> English Language 	Very Good	<ul style="list-style-type: none"> PC 	Good
<ul style="list-style-type: none"> Knowledge of Policy & Procedure 	Very Good	<ul style="list-style-type: none"> Presentation 	Excellent
<ul style="list-style-type: none"> Quality Management Systems 	Very Good	<ul style="list-style-type: none"> Project Management 	Very Good
<ul style="list-style-type: none"> Time Management 	Excellent	<ul style="list-style-type: none"> Written Communication 	Excellent
<ul style="list-style-type: none"> Environmental Management Systems 	Good	<ul style="list-style-type: none"> Engineering Principles 	Excellent
<ul style="list-style-type: none"> Financial Awareness 	Very Good	<ul style="list-style-type: none"> Engineering Project Costing 	Very Good
<ul style="list-style-type: none"> Microsoft Dynamics AX 	Excellent	<ul style="list-style-type: none"> Financial Accounting 	Very Good

XI. CORE COMPETENCIES:			
COMPETENCY NAME	LEVEL	COMPETENCY NAME	LEVEL
<ul style="list-style-type: none"> Communication 	Expert	<ul style="list-style-type: none"> Cooperation 	Expert
<ul style="list-style-type: none"> Planning & Organizing 	Developing	<ul style="list-style-type: none"> Adaptability 	Expert
<ul style="list-style-type: none"> Teamwork 	Expert	<ul style="list-style-type: none"> Initiative 	Developing
<ul style="list-style-type: none"> Problem Solving 	Developing	<ul style="list-style-type: none"> Continuous Learning 	Expert
<ul style="list-style-type: none"> Customer Focus 	Expert	<ul style="list-style-type: none"> Analytical Thinking 	Developing

XII. LEADERSHIP COMPETENCIES:			
COMPETENCY NAME	LEVEL	COMPETENCY NAME	LEVEL
<ul style="list-style-type: none"> Coaching 	Developing	<ul style="list-style-type: none"> Conflict Management 	Developing
<ul style="list-style-type: none"> Business Acumen 	Developing	<ul style="list-style-type: none"> Delegation 	Developing
<ul style="list-style-type: none"> Decision Making 	Developing	<ul style="list-style-type: none"> Vision & Strategic Thinking 	Developing

XIII. Technical Competencies: Specific Competencies Job Related:

COMPETENCY NAME	LEVEL	COMPETENCY NAME	LEVEL
▪ Product Knowledge	Expert	▪ Sales Process	Expert
▪ Competitive Knowledge	Expert		

XIII. APPROVALS:

Line Manager (Dept. Manager / Function Head):

Signature

Date

HR Director:

Signature

Date