



JOB DESCRIPTION

REFERENCE NUMBER: EP554
JOB TITLE: PackMark Sales Consultant
DIVISION: Pyrotech PackMark
LOCATION: Cape Town for South Region
REMUNERATION: The package amounts to R383 240 made up as follows:

Guaranteed Annual Remuneration	250 000
Petrol Card	40 000
Commission	81 000
Cell phone	9 600
3G	2 640

KEY RESPONSIBILITIES: To sell the Markem-Image range of coding, print and apply labellers as well as Altech and other equipment to all industries throughout the South Region (Western Cape up to Mossel Bay, the Northern Cape up to Mossel Bay and some of the Free State).

1. Meeting of sales budgets by:

- Planning and organising the sales arena in terms of National Key Accounts (NKA), National accounts and general / local accounts
 - To optimise time available by planning effectively through:
 - The operation of the territory on a 12 weekly basis, depending on the importance of the client, with allowance for emergencies
 - Individual interviews, with particular detailed reference to major prospects and customers
 - The sequence and nature of calls, making appointments for a core of interviews and visits around which to build the days activities
 - To maintain a prospect list which must include National Key Accounts, VIP accounts, and general clients as an up to date record information system covering in detail the current status of negotiations. These lists are updated on a regular basis with the Sales Manager: Pyrotec PackMark as and when required.



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- To maintain an up to date working file containing relevant memoranda, sales bulletins and general information, including sales, sales areas and personal details.
 - Professionally maintain up to date literature, sales aids samples and price lists.
 - Complete and return paperwork required by the company. This includes Reps reports, MEF's, MOC's, Emails requesting actions to be completed by other PackMark staff, prospect lists, tracker system
 - To assist the accounts department in obtaining overdue payments.
 - Make use of company target markets in order to locate all prospective customers in the territory.
 - Obtain enquiries from existing customers and new prospects by ensuring that the sales budget is attained by:
 - Calling on clients timeously
 - Follow up on all existing and new enquiries obtained by exhibitions, old leads, bottom up marketing provided by the marketing assistant, cold calls, leads passed on by other sales reps.
 - Using an approach in the interview that allows the opportunity to present the company's product and services and highlights how the prospects needs may be met.
 - Providing an excellent presentation with appropriate demonstrations resulting in a positive close to negotiation.
 - Answering customer objections or questions satisfactorily.
 - Leads supplied by Marketing and Management are to be recorded on the priority and prospect lists.
 - To ensure that sales aids are neat and up to date.
 - Liaise with relevant departments and follow up on sales and services provided.
- Product knowledge
- To acquire and maintain complete knowledge concerning the range, products and services.
 - To apply the above knowledge in relation to customer requirements in order to benefit the customer and solve problems.



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- Technical knowledge
 - To acquire and maintain up to date information concerning the technology of our industry and particularly to keep up with all developments which in turn affect the range and to communicate this information to the PackMark Sales Manager and the Managing Director.
 - To be abreast of competitor products, services and related pricing policies and to communicate these to management.

- 2. Improving of sales skills to further improve sales:
 - Attending training courses proposed by management and self.
 - Continuous reading up on sales training articles and books.
 - To prepare for each sequence of selling activity required for interviews.
 - Analysing past interviews and performances for mistakes and successful techniques.

- 3. Market research:
 - Continually provide feedback through the completion of daily reports. The reports should include
 - Image that customers, the trade in general and competitors have of the business
 - The general acceptance of products, prices and service
 - Competitor activity
 - The existence of product sales opportunities not being exploited by the company relating to existing range – new markets, modified range – existing markets, modified range – new markets, new range – existing markets, new range – new markets
 - Such technological factors in the industry, which may influence the company presently or in the future.
 - Provide continual commentary on customer's business developments and marketing activities, particularly their trade needs and our existing range of products.
 - To complete individual project reports with the necessary detail within the time specified.



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4. Tools of the trade:

- Laptop for Pyrotec business only and must be properly maintained and looked after as per the company policy.
- Car must be properly serviced and maintained.
- Cell phone must always be available for use.

5. Ad hoc duties:

- From time to time ad hoc duties are to be performed correctly and timeously when required.

SKILLS REQUIREMENT:

- Skills-set in selling must include understanding the client needs by providing solutions and building the relationship through unfailing after sales service
- Personal characteristics include energy, initiative, agility, strength of character and good interpersonal skills
- Analytical and problem solving skills as well as excellent time management and communication must be evident
- Computer literacy is essential

EDUCATION / EXPERIENCE:

- Technical Matric (N3) - minimum qualification. Formal technical qualification and experience is required.
- A sales/marketing qualification will be advantageous.
- A tough but fair negotiator with a successful track record spanning at least 5 years in the manufacturing environment particularly in a similar or relevant capacity such as packaging machinery sales or installation engineer.

To apply please send a comprehensive CV and letter of motivation quoting reference number **EP554** to Genevieve Michel at carmen@ep.co.za.