

Job Description - Sales Manager September 2023

Title: Sales Manager, B2B
Location: Magana, Kiambu (HQ), with field travel required to Nairobi and upcountry.
Reporting to: General Manager
Job Grade: 5

Company Overview:

Grounded is a leading manufacturer of premium, non-toxic cleaning products. We offer a wide range of effective and environmentally friendly solutions designed to meet the unique cleaning and sustainability needs of lodges, hotels, and restaurants.

We are seeking a dynamic and experienced Sales Manager to drive our B2B sales efforts and expand our customer base within the hospitality sector.

Job Summary:

As the Sales Lead for B2B channels, you will play a pivotal role in achieving our sales targets and developing long-term business relationships with lodges, hotels, and restaurants. You will be responsible for generating new leads, nurturing existing accounts, and promoting our product portfolio to meet the specific cleaning and sustainability requirements of our customers. The successful candidate will possess exceptional sales skills, industry knowledge, and a passion for delivering outstanding customer service.

Responsibilities:

- **Strategy**
 - Develop and implement a comprehensive sales strategy to drive revenue growth within the B2B hospitality sector.
 - Conduct market research to stay abreast of industry trends, competitor activities, and customer needs, leveraging this information to adapt sales strategies and product offerings accordingly.
 - Negotiate and finalize sales agreements, contracts, and pricing terms, ensuring they align with company guidelines and profitability targets.
- **Sales Skills, Relationship Building & Training**
 - Identify, target, and engage with key decision-makers in lodges, hotels, and restaurants to generate new leads and convert them into long-term customers.
 - Build and maintain strong relationships with existing customers, understanding their evolving requirements, and providing personalized support and recommendations.
 - Targeting tailored messages and comms to management and users.
 - Deliver compelling sales presentations, product demonstrations, and training sessions to key stakeholders, effectively showcasing the value and benefits of our cleaning products.
 - Represent the company at trade shows, conferences, and industry events to expand brand visibility, network with potential customers, and stay updated on industry developments.
- **Targets**
 - Provide accurate sales forecasts, reports, and market insights to senior management, contributing to strategic decision-making and resource allocation.
 - Achieve set revenue targets, and brainstorm tactics to reach targets consistently
 - Get paid!
- **Collaboration**
 - Collaborate closely with the marketing team to create impactful sales collateral, promotional materials, and digital campaigns targeting the hospitality sector.
 - Collaborate with cross-functional teams, including operations and customer service, to ensure seamless order processing, timely delivery, and exceptional post-sales support.
 - Scope product opportunities for B2B customers - including custom formulations, products, packaging etc.
- **Management**
 - Collaborate with cross-functional teams, including operations and customer service, to ensure seamless order processing, timely delivery, and exceptional post-sales support.
 - Manage sales representative to ensure end to end customer service and sales channel growth

Qualifications:

- Bachelor's degree in business administration, marketing, or a related field is preferred.
- Proven track record of successful B2B sales experience in the hospitality industry, preferably within the cleaning or sanitation sector. Proven ability to close long term deals, and contracts with business customers.
 - Or - experience on operations, procurement within a hospitality player
- Strong understanding of the unique challenges, regulations, and cleaning standards in the lodge, hotel, and restaurant industry.
- Excellent communication, negotiation, and presentation skills, with the ability to articulate complex concepts clearly and confidently.
- Self-motivated and results-driven individual with a proven ability to meet and exceed sales targets.
- Demonstrated ability to build and maintain strong customer relationships, with a focus on exceptional customer service.
- Strategic thinker with a keen market sense, able to identify and capitalize on business opportunities.
- Ability to connect with the Grounded story, natural production processes and product ethos to support new product development, and opportunity sizing.
- Proficiency in CRM software and other sales tools to effectively manage customer relationships and sales pipelines.
- Flexibility to travel frequently to meet with customers, attend industry events, and visit regional offices as required.
- Strong organizational skills with the ability to manage multiple priorities and meet deadlines.

Join our dynamic team and make a significant impact on the growth and success of our B2B sales within the hospitality sector. To apply, please submit your resume, cover letter, and any relevant sales achievements to apply@global-slacker.com.