

# Head of Sales, New South Wales, Australia

- **Strategic and Operational Role**
- **Position based in West Sydney, Australia**

- **Competitive Base Salary + Performance Bonus + Superannuation + Benefits**

**ERLMS Limited is a professional management consulting firm specialising in providing Organisational & Human Resource Management Consulting, IT System Development & Solution and Executive Search services to companies worldwide.**

**Our client, an Australian leading marketing and distribution company carrying well-known brands of electronic products and accessories, is seeking a Head of Sales to be responsible for the New South Wales region in Australia.**

**Reporting to the Managing Director, Australia and with strong support from a team of sales professionals in the region, your functional role includes:**

- Oversee, lead and direct the sales function and sales team to ensure that all sales strategies, policies, procedures, budget planning process, sales and distribution processes and business development plans are in line with corporate goals.
- Lead in all activities relating to strategic sales planning, management and implementation of sales activities in Australia.
- Maximise the use of human resources, direct and control all sales management activities according to corporate policies and guidelines so as to achieve business objectives and sales revenue targets.
- Work closely with other business units to ensure that all sales strategies, plans and promotional activities are integrated.
- Direct and plan sales activities and lead staff activities to ensure smooth running of the sales function and to build strong sales operational teams in Australia.
- Drive and lead sales teams and plans and align sales activities with business plans and objectives and support different departments to ensure departmental targets are met.
- Develop and initiate sales management plans to ensure individual sales team achieve sales targets.
- Work in conjunction with marketing and business development teams to develop and implement sales and marketing strategies, plans and tactics to help maximise the effectiveness of sales and marketing programmes for all products and services to ensure consistent overall branding of products and services and to meet company's image.
- Manage distributors in the region; work closely and develop strong relationships with existing distributors, provide product training to distributors and motivate distributors to increase sale activities to achieve sales targets and to understand theirs and customers' requirements.
- Research, identify, review and establish relationships to acquire potential distributors on an ongoing basis; including negotiating business agreements with distributors, recommend new distributors for management approval, ensure all compliances and terms of agreements are legal and in line with corporate policies and complete acquisition process of distributors
- Work with head office's research and development, marketing and product development teams to ensure up-to-date knowledge of products and services, and to ensure promotional schedules are in line with sales, marketing and production schedules.
- Direct and manage the technical training team in all sales training activities and oversee the design and development of training programmes to increase sales and distribution teams' technical know-how of products.
- Liaise with other senior management staff to ensure common understanding of business objectives and goals.
- Liaise and motivate distributors and suppliers to ensure effective distribution channel management.
- Develop, build and maintain continuous and strong customer base and customer relationships.
- Lead and provide advice and solutions to management and sales force to meet customers' needs and requests.
- Analyse and report sales activities and results to senior management.
- Hire, lead, direct, train, motivate and appraise sales staff; including planning, directing and controlling all departmental and staff management activities within the sales function.
- Keep abreast of industry changes and market demands for products and services and provide feedback to senior management on industry development and market demand for specific products and services.
- Interact regularly with customers, distributors, suppliers, customers, regulatory boards and other external parties to build strong relationships.

## **KEY SKILL AND ATTRIBUTE REQUIREMENTS FROM THE INDIVIDUAL**

- A mature and business minded person with strong selling, customer relationship management and leadership skills.
- A strategic thinker with strong interpersonal and convincing skills to getting top management buy-ins.
- Excellent sales management, relationship management and communication skills.
- Experience managing sales teams and distributors; strong distribution channel management experience a definite plus.
- Aggressive, must be able to work under pressure and with high flexibility to meeting tight deadlines.
- Good written and spoken English.

## **EXPERIENCE AND QUALIFICATION**

- Degree in Sales, Marketing or related discipline from a reputable University.
- 15 years of working experience with a minimum of 10 years' in a senior sales management position within electronic accessory environments.
- Experience working in retail and/or distribution industry highly preferred.

**Our client would like to have someone on board as soon as possible. Interested candidates who are looking for real potential for growth within a profitable and expanding company are encouraged to send in their application immediately.**

**To apply for the position, please email your Resume to ERLMS Limited on [executivesearch@erlms.com](mailto:executivesearch@erlms.com). Please also include your current and expected annual salary packages in your Resume.**

# ERLMS Limited

Management Consulting & Services

All information collected is solely for recruitment purpose and will be treated in the strictest confidence.