

CHANNEL DEVELOPMENT MANAGER

The AA is looking for a Channel Development Manager on one year's fixed-term contract, commission only basis.

The Channel Development Manager is responsible for building a new sales channel in line with the strategy of the AA. He / she will be responsible for the overall quality and satisfaction of channel partners identified and recruited as well as continually evaluate the channel partners, identify opportunities for change and development. He / she will drive execution of the channel partner setup in order to deliver quick results. This is a challenging but rewarding opportunity of developing a brand new channel for the AA where its diverse base of products and services can be sold.

This will form part of the AA's intensive customer acquisition drive with all the communications and promotions supporting this as well as a strong retention strategy. The AA has recently undergone a revitalisation process and this needs to be present in all marketing, sales and business activities. Other key focus areas include customer satisfaction, product development, CRM and loyalty marketing.

Working in a dynamic and fast paced division, the Channel Development Manager will perform the duties, not only related to sales, but also duties that will involve incorporating their skills and interests in Marketing and Customer Relationship Management (CRM) to assist with the customer service delivery and profit generation initiatives of the organisation. The incumbent's main responsibility will be to market and sell customised packages of AA products and services to companies.

JOB RELATED INFORMATION

Division:	Sales and Marketing
Business unit:	Consumer Sales
Direct report to:	General Manager: Consumer Sales
Job grade:	Grade 9

JOB SPECIFIC REQUIREMENTS

Geographic locations

- Soweto
- Tembisa
- Kathlehong
- Shoshanguve
- Mamelodi
- Vosloorus.

Job objectives and work activities

- To prospect for potential new channel partners and turn these into AA outlets.
- To use knowledge of the market and competitors, identify and develop the company's unique selling propositions and demonstrate the AA Value Proposition.
- To identify and map business strengths and customer needs.
- To develop suitable product offerings and pricing per client.
- To ensure correct sales pitch – adjust sale to clients' needs.
- To identify selling opportunities within various suitable industries.
- To develop and maintain strategic relationships with industry leaders.
- To provide a solid, current and active pipeline at all times.
- To keep abreast of technology and the status of the market place and ever-changing needs of potential clients.
- To participate in market research on an ad hoc basis.
- To manage and develop own performance in line with agreed measurements.
- Any additional tasks that management may allocate from time to time.

Job Knowledge

- An above average understanding of sales processes.
- Knowledge of market, products and services.
- Intermediate knowledge working with MS Word, MS PowerPoint, MS Outlook and MS Excel packages is required.
- A sound understanding of administrative processes.
- Knowledge of organisational structure and functioning.
- Codes, policies, regulations and procedures related to the company.

Job Related Skills

- A self-driven, self-motivated individual.
- Excellent verbal and written communication skills (internal and external).
- The ability to generate own sales leads, set appointments with key business decision makers, meet and exceed set sales targets.
- An ability to analyse client needs and coordinate activities in accordance with these needs.
- Good planning and organising skills.
- A keen sense of business acumen.
- Analytical skills combined with a good understanding of financial aspects such as costing and profitability.
- The ability to successfully co-ordinate projects from inception through to implementation are further necessary skills expected.
- Superior presentation skills; it will be expected of the candidate to present at board level as well as at senior management level.
- An honest & trustworthy individual.
- Ability to perform well under pressure.
- Ability to work concurrently on multiple tasks.
- Excellent Time Management.
- A high sense of urgency.

Job Experience

- At least 3 years' experience selling to clients with proven ability to negotiate and present at board level is expected from the prospective candidate.
- Proven track record of sales performance, exceeding sales targets.
- Proven selling experience in a service related environment to companies of any size.
- Widespread networking experience and the ability to access an established list of suitable clients that he/she has an existing relationship with.

Education

- Grade 12 essential.
- Completed or studying towards a B Comm. or related marketing diploma.

Other

- Own transport is essential.
- To work irregular hours and on weekends and public holidays as required during shows/promotions.

APPLICATION INSTRUCTIONS

If you have assessed yourself against the job's requirements and believe you are a suitable candidate for the position, please submit a detailed and up-to-date CV to Lara Connock by email to lconnock@asa.co.za by close of business on **28 February 2019**.

18 February 2019