

Sales and Marketing Manager (Steel Manufacturing)

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Location: Kenya

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Sales and Marketing Manager (Steel Manufacturing)

Kenya, Kenya

Job Description

Our client is a leading steel manufacturer and distributor in East Africa.

Job Description:

Preparing sales projections by analyzing trends and results.

Establishing sales strategies & objectives to achieve the agreed targets

Maintaining sales volume, product mix, and optimal selling price.

Advice on changes in selling prices by monitoring costs, competition, and supply and demand.

Completes sales operational requirements by scheduling orders and follow through to delivery.

Following through to ensure timely collection of all outstanding sales receivables (debts)

Gathering information for development of new products and Market intelligence

Developing and implementing retention and customer growth strategies

Developing and implementing new customers' recruitment strategies

Ensuring the lead generation pipeline is continuous and all leads are fully converted

Participates in recruitment, placement management and development of Sales staff and their performances

Organize for leave planning and monitor team's work attendance

Carrying out customer satisfaction surveys periodically

Qualification:

Bachelor's Degree in Commerce, Marketing or Business management

Ensuring that all customer service complaints are resolved within the agreed upon timelines

Required Skills

Galvanized Wire Sales, B2B Sales, Sales & Business Development

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