

## **JOB DESCRIPTION**

<b>Position Title:</b>	Sales Training Specialist – Beauty & Mobile	<b>Salary Grade:</b>    <b>Job Code:</b>
<b>Reports to Title:</b>	Corporate Training Manager – Monarqui – Solid Line; Sales Manager – Business Unit, dotted Line	
<b>Dept./ Function:</b>	HR	
<b>Markets:</b>	All Beauty and Mobile Markets	

### **Summary:**

Focuses on ensuring the Sales teams are operating at optimum levels. This will be achieved by focusing on:

- Providing Sales Skills training to the Sales teams of Beauty and Mobile – Directly to Beauty and via an assistant on Mobile.
- Developing and implementing a robust On-Boarding program for all new comers. This will cover a detailed first 4 weeks plan, and first 3 months
- Being a key player in providing performance feedback on each Sales person in their annual Performance Evaluation Plans
- Being a key player in designing and putting in the right succession plans for both businesses. Thereafter, serve as a key influencer in the final decisions on the succession itself.
- Assisting the GM in developing the annual training needs for each individual
- Developing and Training the assistant (Mobile) to deliver his/her responsibilities optimally

### **Major Duties/Responsibilities:**

	<b>Time %</b>	<b>Summary of major duties:</b>
1.	50%	<b><u>Developing Sales Skills of the team</u></b> <ul style="list-style-type: none"> <li>• Identify Sales force needs through needs analysis by country/individual</li> <li>• Be on top of all new events – launches, promotions, key occasions and lead the development of PSF presentations for each</li> <li>• Train in class and vis role plays on the presentations</li> <li>• Work in the field with the each Sales person to ensure effective delivery and optimize the presentations as needed</li> <li>• Encourage and assign to sales people the task of developing their own PSF presentations and help ensure the work is optimum</li> <li>• Assist Sales people with key presentation to top accounts</li> <li>• Work with the Assistant in charge of the Mobile Business to ensure he/she has the right Training approach, tools and knowledge to have personnel at the booths maximize sales opportunities while providing top service.</li> <li>• Communicate and consistently monitor progress of the execution of the Sales and Customer strategies with the Sales and General Management of the company</li> <li>• Design and deliver Sales Workshop seminars as needed</li> </ul>
2.	15%	<b><u>Develop and Implement a Robust On-Boarding Program</u></b> <ul style="list-style-type: none"> <li>• Develop the manuals (Beauty and Mobile) following uniform ways for each hire</li> <li>• Manual to detail On-Boarding elements for each day for first 4 weeks, and on weekly basis for months 2 and 3.</li> <li>• Issue an official report to management at the start of last week of month 3 on the suitability of the candidate for the assigned job/role and a recommendation on whether to continue the employment of the candidate or sever the relationship</li> <li>• Update the program every 6 months to ensure it reflects the needs of company management and its sales needs</li> <li>• Training the key Sales people on the program to ensure all are in full knowledge, alignment and compliance with the program</li> <li>• Play a key role together with the Sales Managers with conducting the program and ensuring 100% adherence to each of its requirements.</li> </ul>

3.	10%	<b><u>Serve As a Key “Supplier” on the Performance of Each Sales Person</u></b> <ul style="list-style-type: none"> <li>• Provide a quarterly (Q1, Q2, Q3) “short” written report to the Sales Manager on observations and recommendations regarding each Sales individual</li> <li>• Recommend agree the format of the “short” report with management and implement per point 1 above.</li> <li>• Recommend and agree with management the format of the “long” feedback report to be used at the end of the year towards the full Annual Performance Evaluation</li> <li>• Provide the report on each individual – do this directly with the Beauty team, and via the assistant on Mobile business.</li> <li>• Via and with the content of these reports recommend to management: <ul style="list-style-type: none"> <li>○ The right Training program for each individual specifically on sales Skills and generally on soft skills</li> <li>○ The right succession moves that will optimize results for the individual and the company</li> </ul> </li> </ul>
4.	25%	<b>PEOPLE MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Agree with HR management a system for Succession Planning and how to manage that system e.g. a formal review with HR of the succession planning on bi annual basis</li> <li>• Train and develop the Mobile Training assistant on all aspects of the job – Field Training, Quarterly and annual evaluations, succession planning, etc.</li> <li>• Spend time in the field with the Mobile assistant to provide on the job training and ensure the assistant is performing his/her role optimally.</li> <li>• Agree with the Mobile assistant on the methods/reports to follow and deliver that will detail the work and output provided on daily basis.</li> </ul>

### **Competencies:**

#### **Communications Skills**

Strong skills all key aspects of communications:

- One – To –One interactions both with company personnel or with customers
- Delivering presentations /Training to a medium size group.
- Written Communications especially as it pertains to developing training manuals/prgrams and delivering performance evaluation reports

#### **Business Acumen**

Understands how businesses work including how company strategies and tactics work in the marketplace. Maintains working knowledge of competitors as well as current and possible future policies, practices, trends and information affecting his/ her business and organization.

#### **Problem Solving and Decision Making**

Uses a systematic process to solve difficult problems including gathering and examining information from a variety of sources; identifying the root cause of problems; drawing appropriate conclusions; generating viable solutions; and, weighing the pros and cons to arrive at a final decision. Makes decision in a timely manner, sometimes with incomplete information and under tight deadlines and pressure.

#### **Working Effectively With Others**

Motivates direct reports and team or project members to perform at their highest potential by understanding their individual needs, soliciting their input, empowering them to achieve breakthrough results, holding individuals accountable for own actions, and recognizing individual contributions and achievements. Takes an active role in developing others, including hold development discussions, constructing development plans and monitoring progress toward goals, providing stretch tasks and assignments, providing timely, honest, and “actionable” feedback, and taking corrective action as necessary.

### **Minimum knowledge, skills and abilities required to successfully perform major duties/responsibilities:**

- Deep knowledge and exposure to sales and marketing
- Proficient in MS Office based applications – especially Power Point and word
- Product knowledge (to a certain level, not expert) of the various products the company sells in order to be proficient and effective on how to sell the company’s products and services
- Full understanding of Company strategies, Values and HR systems. This is necessary in order to design and impart the most effective On-Boarding program

- Customer Knowledge by product, channel in order to be most effective in helping the Sales people with their key challenges
- A clear desire/passion for training and developing people

**Minimum Education and Experience Requirements:**

<b><i>Education:</i></b>	Bachelor's degree holder. Preference for candidates with both Arabic and English skills. He or she must know and understand current trade trends, market conditions and sales enablers through continued education and training.
<b><i>Experience:</i></b>	Minimum of 5 years solid work experience in sales (key account management, distributor management and traditional trade.) plus a demonstrable record of having worked successfully as a trainer in Sales Skills.