



## **Job Description**

### **Area Sales Manager**

#### **About the job:**

The ideal candidate will be responsible for building out our sales and marketing strategy, sales forecasting reports, and building a sales pipeline. Monitor our sales performance with the goal of expanding our company's market share. The incumbent will be expected to have a collaborative nature and will help succeed when coordinating with end customers external distributors and internal sales and marketing teams.

#### **KRA's:**

1. Manage and assume overall responsibility for the success of the stores by directing all operational aspects of each store and driving sales whilst minimizing costs.
2. Reaching the targets and goals set for given territory and business.
3. Establishing, maintaining and expanding business through various development strategies.
4. Compiling and analyzing sales figures and forecasting future sales.
5. Analyzing and interpreting trends to facilitate planning.
6. Responsible for ensuring that store managers and their staff keep stores to the highest possible standards, being well organized and properly merchandised at all times.
7. Collecting customer feedback and competition data for market research.
8. Schedule regular store visits to ensure compliance in all areas of customer service, store operations, and loss prevention.
9. Managing Stock levels and making key decisions about stock control

#### **Requirements:**

1. Bachelor's degree in business, marketing, or a related field (MBA is a plus).
2. Proven experience in retail sales and management, with a minimum of 3-5 years in a leadership role.
3. Strong analytical and problem-solving skills.



4. Excellent communication and interpersonal skills to talk to business owners.
5. Knowledge of retail industry trends and best practices.
6. Ability to work in a fast-paced and dynamic environment.
7. Flexibility to travel within the designated area and to corporate offices as required.
8. Existing network of readymade garment stores and franchise owners.