

# Corporate Sales Manager Job Description

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## **Duties and Responsibilities:**

- Oversee the interviewing, hiring, and training of a company's sales staff to ensure an effective sales force
- Develop and implement programs effective for enhancing sales performance
- Contact customers via emails and phone calls to offer them products and services
- Visit clients or arrange meetings to discuss a product and how it will meet the requirements of a customer
- Deliver sales pitches and presentations to clients, highlighting the benefits of a product to influence purchase
- Communicate with customers to identify their requirements and assist them with selecting appropriate products that meet their specifications
- Motivate and guide sales teams to improve performance and achieve set goals
- Monitor the activities of sales personnel to assess performance and productivity
- Assign and designate sales quotas and territories to staff according to individual potential
- Collaborate with the marketing, advertising, and production heads to develop and implement plans effective for enhancing sales and overall company performance
- Ensure marketing objectives and activities are in line with sales targets
- Conduct surveys and research to gather information regarding market trends, potential leads, and sales opportunities
- Compile, analyze, and interpret sales data to provide reports to management on performance
- Ensure provision of proper after sales support and services to clients
- Prepare and present to management periodic budgets/sales forecast

- Organize meetings to discuss sales activities and take decisions on strategies necessary for improvement.

### **Corporate Sales Manager Requirements – Skills, Knowledge, and Abilities**

- **Education and Training:** To become a corporate sales manager, you require a Bachelor's degree in a business related discipline such as commerce, economics, or marketing. About 5 years of experience in the field of sales is also necessary for the corporate sales manager job
- **Organizational Skills:** Corporate sales managers are able to coordinate and manage the sales operations of a company to maximize profit
- **Communication Skills:** They are well versed in communicating with clients to offer them products/services and convince purchase
- **Teamwork Skills:** Corporate sales managers collaborate with sales teams to develop and implement effective strategies.