

Sales and Marketing Manager Job Description

Duties and Responsibilities:

- Develop and implement strategies effective for achieving sales and marketing objectives
- Provide coaching and counseling to sales and marketing staff to aid them in achieving job expectations
- Set and enforce policies and procedures necessary for conducting sales and marketing operations
- Oversee the interviewing, hiring and training of sales and marketing recruits
- Plan and coordinate campaigns for the marketing and sales of products/services
- Prepare and submit sales and marketing budgets to management for review and approval
- Establish sales targets and assign sales quotas to sales teams
- Monitor and evaluate the activities/performance of sales teams to proffer advice and recommendations for better output
- Develop and implement action plans necessary to enhance the public perception and image of a company or brand
- Oversee the design and publication of advert materials and ensure the right message is passed across to the target market
- Collaborate with other company departmental heads to implement strategies effective for achieving set sales and marketing goals
- Compile, analyze, and interpret sales figures to produce results useful in taking appropriate business decisions
- Prepare and present to management periodic reports on sales/marketing activities
- Conduct market research to identify price of competing products, demand of products and other trends useful in taking key decisions
- Prepare sales/marketing budgets and submit to management for approval

- Conduct price negotiations with clients on behalf of a company to strike a profitable bargain
- Maintain contact with clients to assist them with post-sales services and help resolve issues or complaints.

Sales and Marketing Manager Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** To become a sales/marketing manager, you require a Bachelor's degree in marketing, finance, economics, or other related business discipline. The sales/marketing manager position also requires prior experience in the field of sales, preferably as a sales representative. Sales/marketing managers are usually given on-the-job training to provide them insight on sales activities
- **Communication Skills:** Sales/marketing managers are adept at effectively communicating with customers to offer them products and services that they like
- **Negotiation Skills:** They are skilled in conducting price negotiations with clients to reach a bargain favorable to both the management and the client
- **Teamwork Skills:** They are able to work with sales and marketing teams to achieve set objectives.