

## JOB DESCRIPTION

### Regional Sales Team Leader



#### Purpose

The Regional Sales Team Leader is a pivotal position within the Distribution and Operations team, responsible for driving sales and development activities specifically in the unsecured lending sector. The role has the following core functions

1. Sales Development: Identify and acquire new clients and business opportunities in the unsecured lending market.
2. Client Relationship Management: Build and maintain strong relationships with clients to enhance customer retention and satisfaction.
3. Sales Strategy Execution: Implement and manage sales strategies to increase loan disbursements and meet sales targets.
4. Field Operations Supervision: Oversee and optimize field operations, ensuring sales teams are effectively reaching and engaging potential customers.
5. Training and Motivation: Provide ongoing training and motivation to sales staff, enhancing their skills and driving higher performance levels.

#### Role Dimensions

Reports to:	Head of Sales Unsecured
Department:	Sales
Job Level:	M2
Location:	Head Office, Port Moresby
Direct Reports:	None

#### Person Specifications

- Sales Expertise: Demonstrated and proven sales experience in the financial services sector, preferably in emerging markets.
- Relationship Building: Strong ability to build and maintain relationships with clients and stakeholders.
- Strategic Thinking: Proven capability to develop and implement effective sales strategies.
- Leadership Skills: Ability to motivate and lead a sales team, driving performance and achieving targets.
- Cultural Sensitivity: Understanding and appreciation of the cultural dynamics in PNG, with the ability to adapt and work effectively in diverse environments.

#### Core Competencies

- Sales Expertise: Deep understanding of sales processes and techniques to drive new business growth.
- Field Operations Management: Proficiency in overseeing and optimizing field sales activities.
- Motivational Leadership: Proven ability to inspire and motivate sales teams to achieve high performance.
- Time Management: Efficient time management skills to ensure productive use of time by the sales team.
- Problem-Solving: Strong problem-solving skills to address challenges and obstacles in the sales process.
- Training and Development: Ability to provide ongoing training and development to sales staff.
- Collaboration: Strong ability to work closely with Branch Managers to align sales strategies with branch goals.

## Leadership Competencies

- **Motivational Leadership:** Ability to inspire and energize sales teams, fostering a culture of high performance and accountability.
- **Collaborative Approach:** Strong capability to work closely with Branch Managers and other stakeholders to achieve shared sales objectives.
- **Coaching and Development:** Skill in providing guidance and support to sales staff, fostering their professional growth and enhancing their sales skills.
- **Adaptability:** Capacity to adjust strategies and approaches based on evolving market conditions and customer feedback.
- **Decision-Making:** Proficiency in making informed and timely decisions that drive sales outcomes and align with organizational goals.

## Role Specific Areas of Responsibility

<b>Sales</b>	<ul style="list-style-type: none"><li>• <b>Collaboration and Coordination:</b> Work closely with sales representatives and Branch Managers (BM) to coordinate sales activities and ensure alignment with overall business objectives.</li><li>• <b>Performance Monitoring and Mentoring:</b> Monitor sales performance metrics and provide mentoring and encouragement to sales representatives to achieve high performance.</li><li>• <b>Training and Leadership:</b> Lead training sessions to enhance sales skills and product knowledge among sales representatives, fostering a culture of continuous improvement and creative thinking for innovative sales approaches</li><li>• <b>Lead Generation:</b> Proactively identify and generate leads through various channels, including networking, referrals, and cold calling.</li><li>• <b>Sales Strategy Development:</b> Develop and implement effective sales strategies to penetrate new markets and expand the customer base.</li></ul>
<b>Operational</b>	<ul style="list-style-type: none"><li>• <b>Loan Application Processing:</b> Oversee the efficient and timely processing of loan applications, ensuring all documentation and procedures are completed accurately.</li><li>• <b>Customer Service Management:</b> Handle customer inquiries and issues related to loan applications, providing prompt and effective resolution.</li><li>• <b>Sales Performance Analysis:</b> Analyze sales data and performance metrics to identify trends, opportunities, and areas for improvement.</li><li>• <b>Compliance Monitoring:</b> Ensure adherence to regulatory requirements and internal policies in all sales and lending activities.</li><li>• <b>Reporting and Documentation:</b> Prepare reports on sales activities, loan disbursements, and customer interactions for management review and decision-making.</li></ul>

<p><b>Business Development</b></p>	<ul style="list-style-type: none"> <li>• <b>Market Research and Analysis:</b> Conduct research to identify potential market segments and trends in unsecured lending, analyzing competitor strategies and customer preferences.</li> <li>• <b>Partnership Development:</b> Identify strategic partnerships with organizations such as schools, hospitals, and government departments to increase outreach and client acquisition.</li> <li>• <b>Product Innovation:</b> Collaborate with product development teams to innovate and customize lending products based on market insights and customer feedback.</li> <li>• <b>Promotional Campaigns:</b> Plan and execute marketing and promotional campaigns to raise awareness of lending products and attract new customers.</li> </ul>
<p><b>Leadership &amp; People Management</b></p>	<ul style="list-style-type: none"> <li>• <b>Team Motivation and Guidance:</b> Inspire and motivate sales team members to achieve individual and collective sales targets through effective coaching and leadership.</li> <li>• <b>Conflict Resolution:</b> Address conflicts and challenges within the sales team promptly and effectively, fostering a positive and collaborative work environment.</li> <li>• <b>Goal Setting and Monitoring:</b> Set clear sales goals and objectives aligned with organizational targets and monitor progress towards achievement.</li> <li>• <b>Professional Development:</b> Support the professional growth and development of sales team members through training, mentoring, and performance feedback.</li> <li>• <b>Cross-Functional Collaboration:</b> Collaborate closely with other departments, such as marketing, operations, and finance, to ensure alignment of sales strategies with overall business objectives and operational plans.</li> </ul>