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<b>Job Title:</b>	Regional Sales Manager (Global Grade 12)
<b>Department:</b>	Sales
<b>Reports to:</b>	Head of Sales
<b>Last Update:</b>	

<b>Purpose</b>
The role holder will be responsible for business development (acquisition) and profitability for the assigned region and customer portfolio. Manage and coordinate all the operational and commercial activities. Maintain and grow current business and develop new opportunities across the entire portfolio. Promote BICS presence across the region, and continuously grow the business in terms of volumes and direct margin. Assess, identify, and create opportunities and generate new leads for the rest of the regional organization

<b>Responsibilities</b>
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- Lead a sub-regional team to develop, drive and coordinate account management plans to ensure achievement of the assigned mobile data and voice objectives.
- Ensure that the team develops broad market knowledge and a deep understanding of the targeted customer's organization and decision-making processes, in an effort to increase sales and customer profitability.
- Increase customer profitability by selling voice and mobile data solutions to an established number of customers in the region and further strengthen BICS' positioning toward the assigned customer base.
- Monitor and analyse results and take corrective actions or adapt strategy and tactics to meet and exceed assigned direct margin and acquisition targets.
- Lead, support, and motivate the Account Managers and other direct reports in the team and ensure delivery of all assigned targets for the assigned customer portfolio.
- Responsible for end-to-end negotiation of various areas in voice and mobile data activities with the customer and ensuring appropriate and timely implementation of the relevant projects.

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**Skills & Competencies**

- Deep understand of the local markets and the customer segment in voice and/or mobile data
- Exceed objectives on direct margin and volumes.
- Further development of BICS' presence in the region and amongst most important players.
- Maintain a high level of team motivation
- Strong negotiation and sales skills
- Excellent communication skills
- Very strong analytical and organizational skills
- Strong knowledge of the international telecom market
- Aptitude to grow into higher management functions in the organization

**Education & Experience**

- Master's in Business Administration/ PGDM in Sales & Marketing
- 8 - 10 years of progressive functional experience in a relevant role