

1. POSITION: CENTRALISED SALES MANAGER

JOB OVERVIEW

We are seeking a dynamic and experienced **Centralised Sales Manager** to lead a centralised sales team focused on driving growth across all product ranges, including premium lines. The successful candidate will create a seamless, “one-stop shop” customer experience while coordinating regional support and ensuring high-quality service delivery across multiple accounts.

KEY RESPONSIBILITIES

- Lead and manage a **centralised sales team** responsible for serving retail and commercial customers across all product categories.
- Drive sales growth across the full product portfolio, with a strong focus on **premium lines and value expansion opportunities**.
- Provide customers with a streamlined, single-point-of-contact sales experience enhancing satisfaction and loyalty.
- Allocate and manage **regional or account-specific team members**, ensuring customer needs are met efficiently and professionally.
- Collaborate with field and store-level sales teams to deliver the best possible **customer experience and fulfilment outcome**.
- Monitor customer performance, sales trends, and service results to identify opportunities for improvement or growth.
- Develop, implement, and refine sales strategies that strengthen market reach and maintain competitive positioning.
- Support the onboarding and development of new customers, ensuring strong engagement and high service standards.
- Prepare reporting and performance updates for management, highlighting targets, achievements, risks, and opportunities.

SKILLS & EXPERIENCE

- Proven experience in **sales leadership**, account management, or customer service management.
- Ability to lead centralised service functions and manage remote or distributed support teams.
- Strong relationship-building skills and commitment to high service standards.
- Ability to interpret sales performance data and develop strategies to drive improvement.
- Excellent communication, leadership, and delegation skills.
- Experience in retail, FMCG, or B2B customer service environments (preferred).
- Ability to work in a fast-paced environment and balance multiple priorities.