**Sales Coach Job description**

**Primary Objective**

Act as an internal sales expert and partner with the locations to help assess, measure and enhance the performance of revenue generation activities connected with counter sales effectiveness.

**Accountability**

* Reports to the People Performance and Development Manager Duties / Requirements.
* Partner with local managers to identify and analyse areas of revenue generation opportunities for products and/or services in support of business goals and to monitor the sales agent’s overall effectiveness throughout the sales process.
* Consult, train, mentor, and coach local managers and associates in areas that include revenue generation performance issues and overall sales effectiveness.
* Execute local sales training programs and keep updated on new training methods and techniques.
* Assess and analyze business needs with recommendations on training plans and programs to enhance knowledge and skills.
* Develop and maintain training materials related to sales initiatives including presentations, job aids, participant handouts, virtual class materials, and other resources.
* Work cross-functionally between various departments to help measure, analyze and enhance the performance of revenue generation activities connected with counter sales effectiveness.
* Identify and analyze areas of revenue generation opportunities for products and/or services in support of business goals and monitor locations overall effectiveness throughout the sales process.
* Analyze location's performance and understanding of goal setting.
* Coordinate communication related to counter sales initiatives, products and processes
* Run and participate in various meetings and conference calls with a wide range of participants.
* Effectively and efficiently coach others on specific sales techniques.
* Fully comply with all company Health and Safety requirements, including reporting all accidents, near accidents, and hazards.

**Skills / Competencies**

* Related University degree
* Minimum of 2 - 3years of Sales experience
* Minimum of 2 - 3 years of Training/Mentoring experience
* Minimum of 1 year of Management experience.  Ability to Travel 60 - 70%
* Prior experience or involvement in: sales training, leadership development, and customer/client service
* Presentation/coaching skills.
* Strong leadership, creativity and analytical skills.
* Strong interpersonal, organisational and time management skills.
* Ability to multi-task in a fast paced environment, act with a sense of urgency, and interface with all levels of the organisation.
* Contribute positively to the organisation, both individually and as part of a team.
* Strong Excel, Word, and Power Point skills
* Confidentiality

**Impact of Position**

This position contributes significantly to overall success of the business by providing sound coaching and sales techniques, guidance and administration, which result in targets being exceed.

**Decision Making**

There is considerable latitude for independent action in relation to decision making within this position. Decisions outside of set parameters will be made in conjunction with the People and Performance Development Manager.