

RETAIL SALES MANAGER

HOURS 5 days per week // **LOCATION** This is a field based role // vacancies nationwide

ROLE OVERVIEW

Retail Sales Managers lead the promotion and distribution of Core's SIM cards, international calling services and mobile accessories focused predominantly into independent retail accounts (typically news agents, mobile phone shops, convenience stores).

Each Retail Sales Manager is responsible for up to 500 accounts. The primary objective is to maximize the revenue and contribution from these stores.

In order to achieve this, the Retail Sales Manager must ensure that all resources at their disposal are deployed as efficiently as possible: SIM cards; marketing collateral; customer face-time; staff visits, etc.. In addition, the Retail Sales Manager is expected to trial new products and identify further revenue earning opportunities within their accounts.

RESPONSIBILITIES

- » Manage all accounts (retail stores) to ensure Core delivers top quality service which maximises revenue and contribution opportunities for the business;
- » Open up new accounts and develop new areas to further develop Core's distribution business;
- » Understand activation rates on an account-by-account basis to ensure the correct type and numbers of products are distributed – this requires in-depth analysis of activation data and discussion of strategy with the Area Sales Managers on a regular basis;
- » Assist in calculations and distribution of monthly commission per account, ensuring the accuracy of data and netting of any disconnections received;
- » Maintenance of good business relationships with all accounts, ensuring they always have the correct amount and type of stock. Analysis of outstanding stock levels per account to ensure stock is replenished in timely fashion;
- » Provide regular reports of stock and activation levels by account ensuring critical sales trends are captured and key actions are taken to maximise on opportunities available along with limiting any exposure to Core;
- » Provide regular reports on competitors' activities/strategy along with customer feedback to management for input into marketing and distribution strategies;
- » Assist in recruiting and training of new Retail Sales Managers, including ongoing mentoring to the newly-recruited personnel;
- » Marketing and promoting Core's international calling services within targeted communities – responsible for supporting ad hoc marketing activities – e.g. at specific events or stores;
- » Undertake market research projects to enable Core to maintain its understanding of customer requirements. This will involve planning and executing focus group sessions. This information is used as a critical input into Core's marketing and distribution strategies.

CANDIDATE REQUIREMENTS

- » Excellent sales and negotiation skills;
- » Capable of conveying the responsible and professional image required of Core's Retail Sales Managers;
- » Good numeracy and analytical skills;
- » Proven education to at least degree level;
- » Entrepreneurial mindset & decision making skills;
- » The ability to motivate, organize high levels of workload effectively;
- » Initiative and enthusiasm;
- » Excellent communication and people skills;
- » Good level of presentation and reporting skills;
- » Good written/spoken English language knowledge. Knowledge of any other ethnic language will be preferred;
- » Prior experience in an ethnic sales environment;
- » Prior experience of providing training / coaching junior members of staff will be preferred;
- » Understanding of basic marketing/business fundamentals – either from academic study or from prior experience;
- » Prior experience or knowledge of UK telecom providers or distributors is highly desired;
- » Candidates fresh out of university can apply too.

TO APPLY

Please send your CV and covering letter to careers@core-retail.com. Please advise if you would be willing to relocate. You must be eligible to live and work in the UK.