



VP Sales (Transportation Group Company) in Riyadh, KSA Job ID: 3692

Our Client:

A large group company established 30 years ago with over 1500 staff. Main areas of business interests include Trucking, land transportation, border crossing services, gas stations, and food & beverage outlets. Major transportation services cover Fuel, Bulker, Low Bed, Asphalt & Cement Transportation.

Requirements:

- Excellent Arabic and English communication, interpersonal and presentation skills.
- Bachelors or Master's degree in marketing, business administration, transportation or operation management
- 18 years of experience as Chief Sales Office, Sales VP or a Director or Senior Director in a large multinational or local logistics, transport, fleet Management, or other large local / multinational companies.
- 15 years of experience in supervising and managing sales, marketing, after sales functions.
- Manage B2B / B2C sales, marketing and after sales functions in a large-scale transport/fleet/logistics company
- Proven experience in working with senior management, CEOs & Presidents.
- Experience in developing profitable strategy, implementing objectives and targets.
- Training and certification on in sales, marketing, commercial strategy, customer experience, etc.
- Extensive knowledge of transportation/logistics industry or sector in a large local or multinational organization.
- Hands on knowledge in using, implementation and enhancing CRM.
- Proven managerial and leadership skills to build cohesive and collaborative teams.
- Managed P&L of a company or a sector in a company leading it towards higher growth and customer satisfaction.
- Familiar product development and management lifecycle, customer retention, loyalty packages & plans
- Leadership skills, including the ability to manage time effectively and handle both internal and external conflicts.
- Problem solving capabilities to improve process productivity, reduce costs and increase profitability.

Responsibilities:

- Develop/ensure implementation of sales strategy/objectives while achieving revenue and profit targets
- Understand & translate strategy to commercial initiatives & update management
- Cascade annual revenue target to sales category team and monitors the performance.
- Ensure effective sales planning to set road map for successful sales year in alignment with strategy.
- Focus on revenue targets and how to achieve targets.
- Steer team to maintain Sales Opportunity Pipeline with ample prospects and leads to achieve the target.
- Monitor development and updates of Revenue Plan cascaded from Total Annual Revenue target.
- Monitor sales team and check revenue of current sales opportunity pipeline
- Prioritize investments in enabling technologies in support of sales organization productivity
- Work closely with Group Chief Information Officer (GCIO) to ensure technology initiatives are implemented
- Recommend changes and enhancements to the Customer Relationship Management (CRM) technology platform.
- Collaborate with Marketing, Operations & Maintenance, Planning and Performance, Finance, IT, Supply Chain
- Design mechanism for category supervisor to attain on going prospect or customers feedback
- Support product & BD manager in development and launching of new product/service
- Actively participate in the service development committee.
- Attend service development committee to evaluate new product viability, feasibility and marketability.
- Maintain communication with customers to stay updated on new trends and products needed / demand.
- Ensure alignment with Client's strategic marketing plans, initiatives and expectations.
- Consistently, provide feedback to marketing department to improve marketing materials.
- Provide continuous feedback to marketing on product/service performance to improve add additional features.
- Establish sales commission plans for the sales team to motivate them to sell.
- Align with HR department to review sales incentive programs
- Lead learning and development initiatives
- Partner with HR's Learning and Development function, to establish learning and development objectives
- Oversees delivery of training and development programs, actively assesses ROI.
- Develop annual budget by assessing existing sales organization support investments



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- Ensure selling process is followed by the sales team at all stages; preparation, connecting and customer need analysis, proposal-solution preparation, objection handling and closing.
- Use marketing research to plan revenue target and prospect reach and segment. (Key Account, Industrial, Construction, Energy, Government, retail, Gas stations, etc.)
- Ensure that the difference between current demand and transport services offerings is understood by Client's Sales team and are ready and informed when connecting the Prospects and Leads.
- Monitor fleet utilization with Planning & Operations team to assess delivery success rate, delivery schedule, etc
- Pre-approve proposed models based on customer needs analysis
- Approve prices, special rates and credit limits as per the DoA.
- Ensure contract signing as per DoA.
- Approve or reject bid for special projects based on the evaluation provided by sales team.
- Presents recommendation to Client President in case of strategic tenders/RFPs for final decision.
- Ensure sales team's lead in Bid Management Committee (BMC) to support response to tenders/RFPs
- Review draft response/proposal to tenders /RFPs are compiled/presented by Bid Management Committee (BMC).
- Approve final proposal before attaining approvals from Client President and in some cases from GCEO.
- Ensure support customer experience strategy and plans to achieve higher level of customer satisfaction index
- Manage and monitor customer loyalty and retention as per marketing policy to minimize customer churn.
- Support marketing department in designing incentive scheme aligned with sales commission
- Monitor activities of Sales Back Office and ensure team support to category supervisors
- Steer category supervisors for cross-selling of products/product line
- Conduct preference test to measure market acceptance and present finalized service to the customer.
- Assist Product & BD manager in conducting the PoC (Proof of Concept) testing methodology.
- Manage validation of expected revenues, designing promotional, sales material and training material for sales
- Meet customer top management
- Direct team to modify invoices and documents in alignment with credit manager
- Recommend yearly objectives and KPIs to Client president for approval.
- Ensure Sales Dashboard developed by business analyst in coordination with regional performance coordinators.

Interested?

1. Please send full profile to nilima.s@omni-interconsult.com – please mention Job ID No 3692 or
2. Visit www.omni-interconsult.com and make an application directly online