



Postal & Physical Address: 48 Marconi Road, Montague Gardens, Cape Town, 7441
Tel: 021 551 2490 Email: info@southernpumps.co.za Reg No: 2003/006331/07 Vat No: 4400207850

Job Title: Sales Manager

Company: Southern Pumps SA (Pty) Ltd - Dynamic Pump Manufacturer and Distributor in South Africa

Location: Cape Town Branch

Job Type: Full-time, Permanent

Job Description:

We are seeking a highly motivated and experienced Sales Manager to lead our sales division in Cape Town. The ideal candidate excels in the entire sales process, including lead generation, relationship building, and deal closing. As the Sales Manager, you will be responsible for driving sales growth, enhancing customer satisfaction, and exceeding sales targets. You will collaborate closely with the Managing Director to align sales strategies with business goals and ensure the sales division provides technical expertise and timely, accurate processing of quotations and orders. This role demands a leader with a sharp mind and the ability to coach, advise, motivate, or replace sales representatives while building and maintaining a high-performance team.

Key Responsibilities:

Sales Management:

- Create a sales strategy that details how to build and maintain a healthy sales pipeline. Balance profit maximization with client satisfaction.
- Set detailed targets for all members of the sales team (monthly, quarterly, and annual sales targets).
- Forecast sales results monthly, quarterly, and annually, sharing insights with leadership and sales teams.
- Develop plans to consistently meet and exceed sales targets.

Marketing and Brand Building:

- Analyse the market and understand competitors to develop effective marketing strategies for Southern Pumps.
- Strategically seek out major clients and expand the client base with the sales team.
- Identify emerging markets and business opportunities, discussing these with the leadership team.
- Represent the company at conferences, trade fairs, and networking events.
- Continuously improve technical knowledge to keep the organisation at the industry forefront.

“OUR REPUTATION IS THE BEST GAURANTEEE OF QUALITY”

Directors: C.C Naidoo (Managing Director) | S. Swartz | N. Swartz | A. Ipp CA (SA)



SOUTHERN PUMPS
SOUTH AFRICA (PTY) LTD

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Client Relationships:

Foster close, trusting relationships with employees, suppliers, and clients.
Promote a culture of client care within the sales team.
Demonstrate a client-focused approach in all activities.
Collect and share client feedback with the leadership team to gauge industry standing.

Sales Team Management:

Build and manage a high-performance sales team, ensuring each member effectively manages their client base.
Identify necessary skills for successful sales engineers and implement development plans.
Conduct regular performance reviews and provide constructive feedback.
Ensure the sales team has the necessary tools and technology.
Assist sales engineers and generate quotes as needed.

Business Direction:

Collaborate with the Managing Director and leadership team to set annual business directions and actions.
Optimise production workflows to maximize profits.

Desired Skills and Experience:

Proficiency in Microsoft Office applications (Excel, PowerPoint, Word).
Experience with SAGE accounting systems.
Minimum 3-5 years of experience in Technical Pump Sales and/or related industry (negotiable).
Minimum 3-5 years in a managerial role.
Experience selling to industries such as power utilities, refineries/petrochemical, steel, water/wastewater, pulp/paper, automotive, food & beverage and general industrial clients.

Desired Qualification Level:

Sales and Marketing Diploma / Degree advantageous.
Engineering Degree or related studies advantageous.

Company Values:

We work for our customers.
Embrace teamwork.
Own your actions.
Ask the hard question.
Do the right thing, always!
Be curious and always learning.

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Ideal Candidate Traits:

Strong leadership abilities.

People-orientated, enjoys group projects and interacting with others.

Achievement-orientated, thrives on challenges and success.

Autonomous/Independent, capable of working with minimal direction.

If you believe you are a suitable candidate for this position, please submit your application along with your resume. We look forward to welcoming you to our team.

Contact Information:

Sharne De Jongh (Human Resource Manager)

sharne@southernpumps.co.za

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