



1. Sales Manager – Waterproofing

Job Tasks Description

- Establish strategic marketing and branding plans to achieve corporate objectives for waterproofing services;
- develops and executes sales programs to achieve stated objectives regarding revenue, profitability, and market share;
- build sales team and customer service wings to acquire and manage key high-volume or high-margin lead generation vertical accounts;
- plans and oversees execution of promotional activities including print, electronic media, trade show, direct mail, and signage;
- negotiates contract terms with outside agencies and suppliers related to sales and branding;
- analyzes sales programs and adjusts strategy and tactics to increase effectiveness;
- maintains customer database and approves the use of internal and external mailing lists;
- reviews analysis of sales surveys on current and new product concepts in order to recommend future product sales;
- establishes partnerships and relationships with corporations and the general public for Unicon Limited;
- directs the market position of Unicon and maintains media relations for the growth and sustainability of the organization;
- undertakes market research, including input from sales force, channels, and suppliers, to define market needs and drive the product development strategy;
- creates positioning and messaging strategy for company's products and services;
- promotes products and services to target markets through development and maintenance of sales programs which increase company and product visibility, project positive image, and deliver qualified sales leads;
- collaborates with the senior sales executives to ensure that the products and services respond to market needs, are able to compete, and can support revenue targets;
- provides market fulfillment mechanisms and materials to support sales cycle efforts;
- delivers effective selling tools to support sales channels;
- provides post-event reports, analysis, and regular status reports on sales programs;
- helps establish and maintain consistent corporate image throughout product lines, promotional materials, and events;
- supervises divisional sales staff;



- resolve customer complaints regarding sales, service & maintenance;
- monitor customer preferences to determine focus of sales efforts;
- determine price schedules and discount rates;
- review operational records and reports to sales and determine profitability;
- negotiating the terms of an agreement and closing sales;
- direct, coordinate, and review activities in sales and service accounting and recordkeeping, and in receiving and shipping operations;
- prepare budgets and approve budget expenditures;
- plan and direct staffing, training, and performance evaluations to develop and control sales and service programs;

Quality Results Responsible for

- Improved, consistent, and focused branding messages
- Enhanced name recognition in the industry, State
- Improved community and media relations
- Increased philanthropic and social participation
- Improved customer satisfaction and retention
- Increased rate of domestic and international lead acquisition
- Increased conversion rate of leads into business

Analytical Skill

- Be able to analyze the business plan w.r.t competition
- Be able to analyze the reports submitted by sales team
- Be able to analyze the business requirements of the client
- Be able to analyze the business requirements of the supplier

Other

- Active participation in weekly management team meetings
- Accurate and timely reporting on program spends vs. budget
- Clear reporting on key measurements, such as leads generated by program, by geography, and by major segments and the results thereafter

Qualification and Experience

- Must have at least a graduate degree, preferably in civil/structure engineering that offers as opportunity to gain well rounded sales techniques of waterproofing nature
- Experience in strategic planning and execution. Knowledge of contracting, negotiating, and change management. Skill in examining and re-engineering operations and procedures. Experience in



formulating policy, and developing and implementing new strategies and procedures. Ability to develop financial plans and manage resources. Ability to analyze and interpret financial data. Knowledge of public relations principles and practices. Knowledge of communication and public relation techniques. Ability to develop and deliver presentations. Ability to identify and secure funding/revenue sources.

- This is normally acquired through a combination of the completion of a relevant degree followed by extensive trainings and at least 15 years of experience in a leadership role for a large division or company
- Working conditions are normal for an office environment. Work may require frequent weekend and evening work. Work may require frequent overnight travel