

Terms of Reference

Job Title	Manager, Sales & Customer Management
Position Level	Manager
Reports to	General Manager, Customer Services Division
Function	Lead and manage the Company's sales and customer management functions to achieve revenue, subscriber growth and sales targets, strengthen customer relationships and retention, and ensure effective sales execution across regions, customer care centers and other sales channels.
Location	HQ, Thimphu

Accountabilities/Responsibilities

- ✓ Develop and implement annual and quarterly sales plans aligned with corporate revenue, subscriber growth and business targets.
- ✓ Translate corporate targets into product-wise, region-wise and channel-wise sales targets, priorities and action plans.
- ✓ Lead and coordinate sales activities across regions, Profit Centers, customer care centers, Sales Representatives and other sales channels.
- ✓ Functionally supervise Sales Representatives, review regional sales performance with RDs/PC Managers and provide inputs for performance appraisal and capability development.
- ✓ Conduct regular sales reviews, track target achievement and ensure timely follow-up on agreed actions with regional and frontline sales teams.
- ✓ Monitor sales, customer acquisition, retention, churn and other assigned KPIs; identify performance gaps, market opportunities and corrective actions.
- ✓ Identify new sales opportunities, customer segments and channels to improve market penetration, subscriber growth and revenue contribution.
- ✓ Develop and implement CRM, customer engagement, loyalty, retention, win-back and customer satisfaction initiatives, including cross-selling and up-selling opportunities.
- ✓ Analyse customer feedback, sales trends and regional inputs to recommend improvements in products, service delivery, sales processes and customer experience.
- ✓ Coordinate with Marketing Section on product launches, campaigns and promotions; ensure effective sales execution and monitor conversion, revenue impact and customer response.
- ✓ Coordinate with Technical Department and other relevant teams to address recurring customer issues and improve customer journeys and service experience.
- ✓ Ensure Sales Representatives and regional teams receive timely product information, sales tools, scripts, campaign guidelines and required sales/customer-service training.
- ✓ Oversee handset/device sales, inventory movement, EMI business performance and coordination with distributors and other sales channel partners.

Accountabilities/Responsibilities

- ✓ Prepare periodic sales and customer management reports, chair performance reviews, ensure compliance with approved policies/pricing/promotions, and escalate significant issues requiring Management intervention.

Functional Dimensions and Contextual Information

Internal/ External Roles	Internally: - Maintain positive and professional working relationships with internal stakeholders to strengthen collaboration and build the required competencies in business, sales, and customer management. Externally: ● Maintain strong relationships with partners, sales channels, and other external stakeholders to promote collaboration, knowledge sharing, and capability developments
Qualification, Knowledge, Skills and Experience	Qualification ● Minimum of Bachelors' Degree in Information Technology/Computer Science/Economics/ Commerce/ Marketing with good academic record from a recognized university/institution. Experience: ● Should have minimum 5 years of working experience in relevant field Knowledge and Skills: ● Good communication, negotiation and stakeholder-management skills. ● High integrity, drive for excellence and good interpersonal skills ● Result orientation and ability to work autonomously ● Strong leadership, team management and coordination skills. ● Ability to work across functions and coordinate geographically dispersed sales teams. ● Good report-writing and presentation skills.



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Employment Type	Regular
Remuneration:	Grade/ Cadre: A2 Pay scale: 31605-790-47405 Corporate Allowance: 20%, Fixed Allowance: 60% The pay and grade shall be negotiable based on the candidate's work experience