

## Position Description

<b>Position Title:</b>	<b>Head of Sales</b>
<b>Reports to:</b>	Managing Director
<b>Direct Reports:</b>	Sales Managers
<b>Full/Part time:</b>	Permanent Full Time Position
<b>Location:</b>	Head Office, 62 Ascot Road
<b>Key Relationships:</b>	<ul style="list-style-type: none"> <li>▪ Abodo Sales teams</li> <li>▪ Whanau ops and production</li> <li>▪ Abodo specifically</li> <li>▪ Key suppliers</li> <li>▪ Key customers</li> </ul>

### Main Purpose (Summary)

As head of Sales, you will be responsible for leading and managing our sales team to drive revenue growth, establish strategic partnerships, and meet sales target. Your primary focus will be on overseeing the sales growth, nurturing a high performing team, and ensuring the alignment of sales strategy with the company's overall objectives.

### What you will do (Key accountabilities and tasks)

#### Key Responsibilities:

#### Leadership and Team Development

- Provide inspirational leadership to the Sales Team, fostering a positive and inclusive culture that embodies Abodo's core values.
- Guide, mentor, and develop team members, encouraging continuous learning, cross-functional collaboration, and a deeper understanding of the business's operations.
- Set and monitor key performance metrics, driving a culture of continuous improvement and excellence within the sales team.

#### Strategy Development

- Develop and execute sales strategies in alignment with Abodo's corporate objectives.
- Oversee the sales pipeline, forecasting, and reporting, providing regular updates to SLT on sales performance, KPIs and opportunities.
- Cultivate and maintain enduring relationships with key stakeholders, nurturing trust and mutually beneficial partnerships.
- Develop a comprehensive understanding of the global value chain within the industry, identifying opportunities for optimization and recommending strategies to the company

#### Implementation and Market Alignment

- Identify and develop new markets for potential business expansion opportunities.
- Collaborating with distributors to verify sales adherence to contractual terms and ensuring their accountability.
- Collaborate closely with the Managing Director and Market Managers to establish and monitor market pricing for our architectural products, ensuring harmony between market demands and profitability goals.
- Take ownership of gross margin in the business, ensuring profitability targets are met while optimizing pricing strategies and managing costs effectively.



- Oversee volume allocation across markets and assess sales performance against allocation metrics.
- Analyze market returns in coordination with the Managing Director and Head of Product to evaluate strategy effectiveness and make informed decisions.

### **Process Improvement and Industry Best Practices**

- Implement industry-leading practices to optimize sales processes and ensure efficiency and effectiveness.
- Actively participate in key meetings, contributing insights and strategies to enhance business operations in alignment with Abodo's purpose and strategy.

### **What you will bring – (Technical and role related experience)**

- Proven experience in a senior sales leadership role, preferably within the architectural or construction industry.
- Strong leadership skills with a track record of successfully leading and developing high-performing sales teams.
- Strong stakeholder engagement and experience dealing and selling to offshore markets.
- Exceptional strategic thinking and the ability to translate strategies into actionable plans.
- Proficiency in analyzing market trends, evaluating sales data, and making data-driven decisions.
- Excellent communication, negotiation, and relationship-building skills.
- Demonstrated ability to collaborate cross-functionally and work effectively with diverse teams.

### **What you will be valued for – (Core competencies)**

These are skills and behaviours that are important for success in this role.

**Customer Focus:** Timely and accurate processing of transactions to support better customer experience.

**Instils Trust:** Follows through on commitments. Is seen as direct and truthful. Keeps confidences. Practices what he/she preaches. Shows consistency between words and actions.

**Interpersonal Savvy:** Relates comfortably with people across levels, functions, culture and geography. Acts with diplomacy and tact. Builds rapport in an open, friendly and accepting way. Builds constructive relationships with people both similar and different to self. Picks up on interpersonal and group dynamics

**Plans and Aligns:** Planning and prioritizing work to meet commitments aligned with organizational goals

**Decision quality:** Making good and timely decisions that keep the organization moving forward

### **What is important to us - (Our Values)**

Our Values are about why and how we do things and how they form the foundation of our culture.

#### **It Will Be OK**

We don't take chances. We will ensure we are a reliable supplier of carefully crafted products and services

#### **Customer Spotlight**

Our entire team recognises the importance of customers. We manage their expectations to see them exceeded

#### **Solid Bond**

Like a perfectly formed finger joint we will work together to get a better result. We are a family and we treat each other with respect

#### **Future Thinkers**

We will actively seek to provide solutions to our customers problems and our own internal problems with a spirit of innovation

#### **Walking the Talk**

We don't just supply sustainable products. We will bring sustainability into the way we work and where we work



The duties contained in this Position Description may be modified and updated by the Employer from time-to-time following agreement with the Employee. This above information is intended to describe the general nature and level of work being performed and therefore does not imply that the duties/skills listed are the only duties/skills to be performed by the incumbent. From time to time, employees may be required to perform duties outside of their normal responsibilities as needed.

PD Created:	Daniel Gudsell Muskaan Kumra Tony Coombe	PD Last updated:	15/12/2023
Manager: (Signature)	Daniel Gudsell	Position Holder: (Signature)	
Updated by:			

