



HUMAN RESOURCES

SALES REPRESENTATIVE

Job Title: Sales Representative

Department: Sales and Marketing

Reports To: Senior Management

Location: 5 Moss Road, Westmead, Pinetown

Company: Production Logix

About Production Logix:

Production Logix is a leading contract manufacturer specializing in electronics manufacturing services and harnessing. Our company is committed to delivering high-quality, scalable electronics solutions for our clients, serving industries ranging from automotive, military, defence and telematics.

Position Summary:

The Sales Representative will play a vital role in driving new business growth and expanding Production Logix's customer base. This position is focused on identifying and securing new clients, developing and identifying leads, and supporting marketing efforts that promote sales growth. The ideal candidate will have a strong background in understanding electronics components as well as the manufacturing process or related industries, along with proven skills in business development and relationship building and having the ability to successfully on board a client.

Market Analysis and Strategy Development:

- Conduct market research to identify potential clients and other services required.
- Understand the competitor landscapes
- Develop and implement marketing strategies to drive sales growth and expand market presence.
- Support marketing initiatives to build brand awareness and foster lead generation.
- Analyse customer feedback and market data to refine product offerings and improve service delivery.

Client Acquisition and Relationship Management:

- Develop and execute a sales strategy to achieve company targets for new business
- Identify and target prospective clients within the harnessing and electronics space
- Initiate contact with potential clients through networking, cold calling, and attending industry events and trade shows.
- Ensure RFQ's are converted to order and negotiate where necessary.
- Ensuring a high level of customer engagement.



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- Ensure high conversion rate on quote to successful orders
- Ensure follows up and feedback on quotes
- Build and maintain strong, long-term relationships with clients to foster loyalty and repeat business.
- Understand and anticipate client needs, providing tailored solutions that align with their business goals.

Sales Process Management:

- Lead the entire sales cycle, from lead generation to contract negotiation and closure, ensuring a smooth and efficient process.
- Collaborate with internal teams (production, engineering, quality assurance) to ensure that client requirements are clearly understood and met.
- Prepare and present compelling proposals and presentations to clients, highlighting the company's capabilities and advantages.

Financial Performance and Reporting:

- Develop annual sales forecasts and budgets in alignment with company objectives.
- Monitor sales performance against targets, analysing key metrics to identify areas for improvement.
- Provide regular reports to senior management on sales activities, market trends, and competitive intelligence.

Marketing:

- Develop promotional materials, campaigns, and events that enhance brand visibility and generate leads.

Customer Experience and Quality Assurance:

- Oversee the overall customer experience, ensuring that clients receive exceptional service at all stages of their engagement with the company.
- Address and resolve any client concerns or issues promptly and effectively, coordinating with internal teams as necessary.
- Collect and analyse client feedback to continuously improve products and services offered.

Continuous Improvement and Professional Development:

- Stay informed about industry developments, emerging technologies, and best practices in business development and sales.



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- Attend relevant training and development opportunities to enhance skills and knowledge.
- Seek feedback from peers and management to identify areas for personal and professional growth.

Why Join Us?

At Production Logix, you will be part of a dynamic team dedicated to innovation in electronics manufacturing. We offer a competitive salary as well as incentivisation, opportunities for growth, and a collaborative work environment where your contributions are valued.

Qualifications

- Bachelor's degree in business administration, Marketing, Engineering, or a related field.
 - Minimum of 5-7 years of experience in new business development, sales, or a related role within the electronics manufacturing sector.
 - Proven experience in sales and business development within the electronics or manufacturing industry
 - Strong understanding of contract manufacturing processes, electronic components, and industry standards.
 - Proficiency in using CRM software and other sales tools to manage leads and track performance.
 - Excellent communication, negotiation, and presentation skills, with the ability to influence stakeholders at all levels.
 - Strong analytical skills to assess market trends, customer needs, and financial performance.
 - Ability to work collaboratively in a fast-paced, team-oriented environment while managing multiple priorities.
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Key Performance Indicators (KPIs)

- Successfully open new customer accounts and establish recurring business relationships.
- Meet or exceed monthly and quarterly sales targets for new business revenue.
- Number of new clients acquired, and contracts secured.
- Increase the pipeline of RFQs and maintain a steady flow of qualified leads.
- Customer satisfaction ratings and feedback.
- Timeliness and accuracy of sales reporting and forecasting.



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- Enhance brand visibility through effective marketing and networking efforts.
 - Number of marketing initiatives
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Compensation:

- Competitive salary with performance-based incentives.
 - Package includes a retirement plan and cell phone allowance
 - Petrol Card Allowance
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