



GENERAL MANAGER SALES & MARKETING

JOB & PERSON SPECIFICATION

NOVEMBER 2018



JOB SPECIFICATION

POSITION: GENERAL MANAGER SALES & MARKETING

REPORTS TO: HEAD OF APAC / MANAGING DIRECTOR

Objective

To increase sonnen Australia's product sales, market share and brand awareness by servicing our existing customers and building business within residential energy storage market throughout Australia. To develop and deliver focus for sonnen Australia sales team on executable actions to drive growth in all geographies and segments.

The key responsibilities of the role include, but are not limited to:

The GM Sales & Marketing will play a key leadership role in developing and implementing the go-to-market strategy, acting as a hands-on leader to grow the business and create a high performing team. As the key interface between internal teams and partners, the GM Sales & Marketing will provide strategic direction, skills development, and a very strong personal contribution to the sales effort.

Reporting to the Head of APAC/Managing Director sonnen Australia Pty Ltd, the GM Sales & Marketing will be a dynamic and inspirational "leader" for the Australian marketplace to further develop key relationships with installation partners, distributors and OEM's, which will be integral to sonnen Australia's growth in Australia and Asia Pacific.

The GM Sales & Marketing Australia will provide local leadership for the global marketing and services functions of the business, effectively balancing strategic and tactical activities to ensure focus on delivering against set metrics for both short term and longer term growth.

Works with: Sales Team, Marketing, Product Management Team, Operations team (Customer Service, Logistics, Pricing), Accounts & Finance, Managing Director.



Performance Values (Formulae for Growth)

External Focus - Creates an **external focus** that defines success in market or industry terms.

Key Actions:

- To prepare targets/estimates for future revenue growth;
- Manage key national customer relationships, developing trading agreements and growth platforms;
- To identify business development and growth opportunities in various markets throughout the Australasian region;
- To develop a reputation as an industry leader in our defined market;
- Negotiate co-operative advertising agreements with customers to further promote our products and cement our relationship;
- To monitor all energy storage channels in ANZ and individual customer(s) performance against planned revenue and take remedial action where required;
- To increase product sales revenue by promoting our products and delivering exceptional service to our customers;
- To develop a deep understanding of all sales channels including customer's business and support requirements and deliver better customer solutions based on these requirements;
- Build a relationship of trust with the customers and other external/industry parties;
- Review industry trends and provide feedback to the business on actions and activities to maintain or grow revenue/market share;
- In every activity undertake actions designed to enhance sonnen Australia's reputation in the industry and with general stakeholders;

Clear thinker - Is a **clear thinker** who can simplify strategy into specific actions, be adaptive and agile, and make decisions and communicate priorities.

Key Actions:

- To develop growth & marketing strategies for all sales channels and then translate them into measurable actions for the sales team and the wider sonnen community with clear accountability assigned;
- Focus on long and short term growth opportunities with a view to increasing payback to sonnen through growth actions;
- Leverage experience, knowledge and relationships that already exist to better position sonnen products in ANZ;
- To summarise sonnen Australia's key messages and deliver them in a clear and concise manner to all customers and employees;
- Be able to **quickly and concisely** sum up issues faced in the channels and provide suggestions on solutions;
- To present sonnen proprietary information to customers and end users in both formal and informal settings;
- To listen openly to customers and other stakeholders to apply best solution to stated problems;
- Constantly liaise personally with our top customers to service their needs, communicate important information and identify opportunities;
- Identify and coordinate customer, Sales Team and end user training;



Imagination & Courage - Has imagination and the courage to take risks on both people and ideas.

Key Actions:

- To generate new & unique ideas on how to best service all sales channels in ANZ;
- To take action and drive growth around his/her ideas;
- Fight for growth, both internally and externally – to be an advocate for his/her ideas and customers;
- Constantly assess how we can create better business relationships with our customers;
- Analyse market information and customer feedback to assist in the development of product enhancements and future strategies;
- To deliver the execution of new ideas and have the courage to push ideas to fruition;
- **To adapt to change readily.**

Inclusiveness - Can energise teams through inclusiveness and connection with people, building loyalty and commitment.

Key Actions:

- To develop an open and engaging work environment for his/her direct team and also the wider organization;
- To develop a rapport with each team member through personal involvement (become engaged in the operation of the sales function);
- To coach all members of the team to deliver against stated objectives;
- To provide personal and professional feedback and coaching to individuals to encourage their own personal growth;
- To deliver exemplary performance which inspires others to want to perform to higher standards;
- Actively participate in sales meetings by constructing agendas, driving interaction and providing input and advice;
- Communicate relevant information to other departments of sonnen Australia to ensure consistency and the delivery of excellent customer service;
- Participate and contribute to staff development and other corporate activities within the Sales, Product Management, & Marketing Department;
- **Constantly question the status quo (productively) and facilitate the implementation of new ideas;**
- To be self-aware of his/her own style and the impact that might have in the team environment.

Expertise - Develop expertise in a function or domain, using depth as a source of confidence to drive change.

Key Actions:

- Be a habitual learner – learn from the customer, the environment, the team and then implement actions based on this learning to better service our customers;
- Develop and implement strategies that will increase our market share, cement our relationships with customers, build brand awareness and counter competitor initiatives;
- Plan activities ahead (such as promotions, trade shows, co-op marketing) to assist in scheduling resources and in meeting budgetary targets;
- Identify and respond to opportunities that will build brand awareness and increase our market share;
- Motivate our customers to promote and sell our products by building our relationship with them, providing them with current information and sales support;
- Co-ordinate co-operative marketing campaigns with key Customers. Facilitate the execution of customer-specific promotions;



- Develop opportunities within vertical and horizontal markets for the wider distribution and sales of sonnen Australia products;
 - ***Vertical Markets = markets in which products are used in application.***
 - ***Horizontal Markets = markets in which the products are bought and sold.***
- Identify and establish strategic alliances to add value to our prospects and existing customers;
- Analyse alternative distribution channels and their impacts on our potential for increased sales of sonnen Australia products and present recommendations to the Head of APAC/Managing Director sonnen Australia Pty Ltd.



PERSON SPECIFICATION

Attributes/Behaviours

- **Integrity** – Able to act with integrity and honesty in everything undertaken;
- **External focus** – ability to identify and anticipate market needs to identify growth opportunities;
- **Open and Energising** – with the ability to think strategically;
- **Teamwork** by sharing information openly, fully and accurately to achieve team goals and outcomes;
- Must be **achievement oriented**, accountable, ambitious, enthusiastic and energetic;
- **Strong customer focus**: proactively seeks out information needed to satisfy customer requirements;
- **Problem solving**: ability to probe for full understanding of other's position in order to find a common ground and mutually acceptable outcomes;
- **Structures solutions** that maintain the critical balance between the needs of the customer and the interests of the company;
- **Detail oriented**;
- Strong **presentation skills**;
- **Innovative** approach to finding solution;
- **Ownership** – Own and drive solutions as an individual and with the teams around the;
- **Execution** – Fast and flawless execution of actions identified to grow the business revenue.

Professional Experience/Qualifications

We are seeking executives with the following experience:

- Prior success as a Sales Manager or General Manager who has led the creation and execution of a “go to market” strategy for a new solution delivered through strategic partners (direct customers, distributors and OEM’s). Proven expertise of growing a business from an early stage through growth to maturity.
- Experience with P&L responsibility will be well regarded but not essential. Experience of reporting P&L performance to executives at a regional and global level in a multinational organisation will be considered valuable.
- Track record as a sales and marketing oriented General Manager that can provide teams with the skills, knowledge and style to educate, influence and secure buy in from strategic partners.
- Quantitative and analytical skills in complex financial and business modelling to ensure profitable long term partnerships are achieved.
- Experience of working in both a rapidly growing organization and large public companies is preferred.
- Experience of leading and developing cross-functional teams in a matrixed organisation structure.
- Organized and structured in approach, with a strong focus on meeting commitments and achieving results. Adept at balancing intense short term pressures with overall long term goals; autonomous, resourceful and able to leverage informal networks to achieve results.



Leadership Characteristics

Understanding the Business

- Knows the business and the mission-critical technical and functional skills needed to do the job; understands various types of business propositions and understands how businesses operate in general; learns new methods and technologies easily.

Creating the New and Different

- Is able to come up with the next great breakthrough thing to do; is creative, a visionary, and can manage innovation; is an effective strategist full of ideas and possibilities; sees multiple futures; has broad interests and knowledge; can both create and bring exciting ideas to market; comfortable speculating about alternative futures without all of the data.

Getting Organized

- Is well organized, resourceful, and planful; effective and efficient at marshalling multiple resources to get things done; lays out tasks in sufficient detail to mark the trail; is able to get things done with less and in less time; can work on multiple tasks at once without losing track; foresees and plans around obstacles.

Getting Work Done Through Others

- Manages people well; gets the most and best out of the people he/she has; sets and communicates guiding goals; measures accomplishments, holds people accountable, and gives useful feedback; delegates and develops; keeps people informed; provides coaching for today and for the future.

Dealing with Trouble

- Fearlessly takes on all issues, challenges, and people; comfortably confronts and works through conflict; delivers negative feedback and messages without hesitation; deals promptly and fairly with problem performers; lets everyone know where they stand; thrives in crises and is energized by tough challenges; not afraid to make negative decisions and take tough action; challenges the status quo.

Evaluating and Deploying People Accurately

- Reads people accurately; can diagnose strengths, weaknesses, and potential; knows what skills are required to fill a job or role; hires the best.



Focusing on Action and Outcomes

- Attacks everything with drive and energy with an eye on the bottom line; not afraid to initiate action before all the facts are known; drives to finish everything he/she starts.

Communicating Effectively

- Writes and presents effectively; adjusts to fit the audience and the message; strongly gets a message across.

Inspiring Others

- Is skilled at getting individuals, teams, and an entire organization to perform at a higher level and to embrace change; negotiates skilfully to achieve a fair outcome or promote a common cause; communicates a compelling vision and is committed to what needs to be done; inspires others; builds motivated, high-performing teams; understands what motivates different people.

Acting with Honor and Character

- Is a person of high character; is consistent and acts in line with a clear and visible set of values and beliefs; deals and talks straight; walks his/her talk; is direct and truthful but at the same time can keep confidences.

Demonstrating Personal Flexibility

- Open to lifelong, continuous personal improvement; aware of self and impact on others; responsive to feedback; is very flexible; can act in ways that seem contradictory and is adaptable to demand characteristics of different situations.

Education

An undergraduate degree in a relevant discipline is required. The successful executive should be able to demonstrate a commitment to their ongoing personal and professional development.



HOW TO APPLY

Immediate applications in Word format only should be forwarded to Julie Brennan by email to 23646@hender.com.au

Telephone enquiries are welcome and may be directed to Hender Consulting on (08) 8100 8827.

Please Note

Your application will be automatically acknowledged by a return email.