

TOP COMPANIES TO SELL FOR AFRISAM

ALL ABOUT SALES

Please give a general overview of the products your sales team sells?

AfriSam Cement supplies Cement and Cementitious products to various segments in the Retail, Construction, Civil and related industries. This is achieved through distributing 50 kilogram bag delivered on flatbed trucks and bulk sales using specially designed tankers, in cement classes ranging from 32,5, 42,5 and 52,5 Mpa's

How would you describe the type of sale made by your sales team?

Sales are done product and segment specific related to the relevant application and finishing required. It requires technical knowledge, an understanding of system and production processes to meet the specific needs of the customer's. The product meets various SABS requirements and therefore requires a competent skilled sales force to service it.

Who do your sales people typically sell to?

AfriSam's sales force sell at all levels within organisations from the CEO to the site foreman, from the National buyer's to the Trade counter staff. On occasions even contact with Property Developers, Engineer's and Architects (specifies).

What is the average length of a sales cycle in your business?

The sales cycle varies from customer to customer but is planned over a 4 to 5 week calling cycle this due to AfriSam operating on a National basis. Key accounts however due to their size and distribution normally require weekly visits.

SALES SUPPORT

Describe your company's ongoing sales training methods?

Training is structured beginning with basics and evolving into initiatives that promote your natural ability and support your strengths while continuously developing areas that require

focused interventions. We subscribe to the latest and greatest in training our sales force!

Describe your company's sales culture?

AfriSam's sales culture is to build long term lasting relationships with their customers. The sales teams are encouraged to follow up on all leads and leave no stone unturned in the pursuit of business.

Describe the sales management style and culture?

Sales staff is encouraged to share ideas and be innovative. The culture is disciplined and very much spirited with a definite feel of team work supported by many opportunities to express oneself and nurture one's potential. Coaching and mentoring forms part of the sales managements daily routine.

JOINING OUR ORGANISATION

What can newly-recruited junior salespeople in your organisation expect as remuneration?

AfriSam won the Best Employer to work for in the manufacturing sector in the Best Employer 2011 survey conducted by CRF. We pay a market related all inclusive Total Guaranteed Package where an employee is able to structure their own package to suite the individual need.

What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?

Three years sales experience in the construction/building, or manufacturing environment or a proven track record in sales in other industries. A relevant tertiary qualification in sales and marketing.

What is the potential career path for top sales performers in your business?

AfriSam has a very robust employee development process, high flyers form part of a succession pool for potential promotion into Regional Sales Manager/Key Accounts/ Export Manager/GM Sales Positions. There is a



DENNIS PRESTON GENERAL MANAGER CEMENT SALES

substantial investment in employee development.

What is the best piece of advice you would give to a new salesperson joining your organisation?

Take time to familiarise yourself with the product, industry and client base. Understand the Company Values and how you contribute to each one and ultimately the bottom line. Get involved across the whole spectrum of the organization to gain experience and be seen. Lastly become an active contributing member of the overall sales team.

SALES INCENTIVES

What sort of sales incentives are in place for your sales team?

In addition to a competitive market related salary, employees receive an Annual Individual Performance Bonus and Annual Employee Incentive Bonus.

Who is the primary contact at your organisation for a salesperson wishing to apply for a position?

Human Resources Team (Commercial), or you may apply via the AfriSam website, www.afrisam.com

Our best work will be appreciated in 100 years

We've made a long-term commitment to energy efficiency, innovation and the reduction of our Carbon Footprint. From training to logistics, through to business systems and production processes, we're making sure that generations to come will benefit from our actions and initiatives. Join us in building for the future and build with AfriSam.

I AM AFRISAM



Reducing our Carbon Footprint



www.afrisam.com
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