

ALL ABOUT SALES

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

Huge Telecom provides clients with a corporate telecommunications service that offers quality, flexibility, coverage and value. We place all call traffic directly onto South Africa's fastest and furthest reaching wireless networks, providing clients with excellent call quality, reliability and availability.

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

We build trusted long-term relationships with South African businesses through the provision of sound, impartial advice, the distribution and professional management of a full-range of quality telecommunications products and solutions and the promise of a great customer experience.

Who do your sales people typically sell to?

It may vary from client to client, but typically from your head of procurement through to the CIO and FD right up to the CEO and even to the EXCO depending on the company structure.

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

In the telecommunications services space the sales cycle can vary based on timing and need. I believe that the same methodology applies to most sale cycles, however this market is no longer a green field and although lucrative selling in this saturated space has become more complex than ever before. The cycle could vary from anything between one week and a couple of months dependent on the size of the client.

SALES SUPPORT

Describe your company's ongoing sales training methods?

We have a week-long induction at head office for new employees covering all aspects of the business presented by each divisional head. Our induction starts with a presentation from the CEO. Huge Telecom uses both internal and external coaching and training, as well as on line training and certification. This training and coaching is ongoing and includes product and sales/selling skills development.

Describe your company's sales culture?

A healthy, well-performing company like ourselves can be more vulnerable than you may think because of the potential build-up of corporate cholesterol (natural human dynamics that limit communication, creativity, and efficient resource allocation). Rather than wait for the potential heart attack to strike, I look at changing our structures, rewards, and processes while performance is still good.

Describe the sales management style and culture?

Surveying the sales team on a daily basis helps me determine how urgent the need for change is and what kind of changes to contemplate. Companies like Huge Telecom who take charge of change in this way are high performers and popular places to work. "The new normal means constant change." Companies in our industry must constantly evolve if they want to survive, and the same goes for sales people who want to be successful.

JOINING OUR ORGANISATION

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

- Basic salary • Commission
- Medical aid • Provident fund
- Car allowance • Cell phone allowance
- Petrol card • 3G card

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

- Matric/equivalent with at least 3 years corporate working experience
- At least 2 years working experience in a sales environment
- Experience in the Telecoms industry
- Ability to communicate at all levels
- Target driven
- Proven high calibre sales track record
- Good presentation skills
- Strong and proven networking skills
- Own reliable car and valid driver's licence
- Computer literacy essential

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

If the sales person is a top performer and shows potential leadership skills then there is no reason why the natural progression should not lead to a sales managerial role within the business should the opportunity present itself. James Herbst (Huge Telecom's CEO) has always told us..."think inside the box, but make the box as big as you want it."

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

"People buy from people". Relationships keep clients, it's not always about product, technology, and price. Never discount the service you offer your client, because your service can count for more than your price. Being client focused means taking an interest in your client's business and having them top of mind when making strategic decisions. It sounds old and clichéd but the client still



DION WILLIS: MANAGING DIRECTOR HUGE TELECOM

comes first and is always right. They pay our salaries at the end of the day.

SALES INCENTIVES

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

Huge Telecom launches their sales incentive annually at their national sales conference. This year 10 couples were sent to a 5 star resort in Mauritius for a week all expenses paid.

Next year 10 lucky couples will be off to Brazil on a 9 day, 5 star cruise. We decided to include partners on our incentive trips as they tend to be the support structure and have also earned a well deserved break.

Sales staff earn commission on a monthly basis, paid out a month in arrears.

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

Huge Telecom – Human Resources Manager
hr@hugetelecom.co.za



Ready for the big time?

Huge Telecom offers sales professionals the opportunity to join a leading telecommunications company that offers innovative products, strong sales support and attractive commission incentives.

So, if you're an energetic sales professional with fresh ideas, call us now. It's time.

Huge Telecom is an ECNS licensed, ISO 9001:2008 certified company with over 17 years' experience in managed telecommunications in Southern Africa.

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