



TELEMATICS
MOBILE INFORMATION EXCHANGE

ALL ABOUT SALES

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

Our MiX Telematics consumer sales force sells tailored vehicle tracking and recovery services. These services have been bundled in such a way that they meet the various needs of consumers' safety and security vehicle tracking and recovery needs.

All service packages come backed with our superior 24/7 National Operations Centre and a dedicated team of highly-experienced recovery personnel equipped with rapid-response helicopters and ground-response vehicles.

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

Our sale is a service sale backed by world class products. These products are developed in-house, utilising customised leading edge technologies that offer tailor-made tracking and recovery solutions to each market segment we serve.

Who do your sales people typically sell to?

Our sales people sell to and through various identified channels in the market, either directly to the end user or through partners targeting small/medium size businesses and large corporations.

If business people, what level is the contact typically?

Depending on the customer / channel type, our contact level is Financial Executives / Risk Managers through to the COO / CEO

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

A typical sales cycle in the Stolen Vehicle Recovery Consumer segment is around three months but again, this varies greatly according to the type of requirements and decision making processes.

SALES SUPPORT

Describe your company's ongoing sales training methods?

Within the first few days of starting, all new employees are required to undergo a Product Training session. During this time they receive all the relevant information with regards to the products and services MiX Telematics offers.

All new employees are also required to undergo the Induction Training within their first month with us. During this time we cover amongst various topics, such as the organisational structure as well as the Company's Vision, Mission and the Values required from our employees.

New employees also receive the necessary training on our internal



MARCO VALENTE: DIRECTOR OF CONSUMER SALES

software packages, as well as our processes and procedures. All training interventions are documented to ensure that we have a comprehensive record of all training that is received. In the first month the new Sales Consultant will also spend time with a more senior consultant during which time the Junior Consultant will be mentored and taken out to appointments.

Should we launch a new product or service or have any changes to our existing product portfolio, information sharing sessions are held with the Sales Force.

The in-house Training Department also offers various Computer and Soft Skills training programmes throughout the year. These courses are designed around the requirements of the business. Should the Training Department not be able to offer a course that is required to meet a particular need, a suitable external service provider who is registered with the appropriate SETA will be sourced to present the necessary training.

We also offer a Study Assistance Program for any individual who wishes to study further through a reputable institution.

Describe the sales management style and culture?

The Sales Management style is dependent on the area of the sales force we are talking about. We hire Sales Managers that fit the profile of sales people they are responsible for. For example, the style of the New Business Team Manager versus other managers would typically be a high

energy go getter, who is target driven, commercially creative and aggressive. On the other hand, relationship sales consultants would receive plenty of mentoring and counselling and training. So there isn't really one style - it depends on the area.

JOINING OUR ORGANISATION

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

- Matric certificate.
- 2-5 years sales experience and a valid driver's license.
- First-rate communications skills; being confident and articulate in all communications.
- A proven track record in relationship driven sales.

A spirit of openness and cooperation. We are looking for individuals who will not be opposed to the idea of, at some stage in the future, being based near a dealership, or at a site where they can sell the Matrix brand's service range directly and facilitate the Channel Selling Operation from there.

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

Our HR and Sales Leaders are obsessed with retaining talent and MiX Telematics has been voted as one of South Africa's Best Companies to Work for, for four consecutive years as a result of growing and promoting our internal performers –

specifically sales performers.

As a Global Company, the world is literally your oyster if you are a strong performer, or if your ambition is to grow regionally, MiX Telematics will reward performers regardless.

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

Don't limit yourself. MiX Telematics is truly a boundary-less organisation which means that there is a lot to learn and assimilate from the contributing business around the sales environment. Focus on attaining and/or exceeding your sales objectives, but also push yourself to learn as much as you can about the business as this will enhance a salesperson's personal experience and career growth within the organisation.

SALES INCENTIVES

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

Incentives are paid on a monthly or quarterly basis based on performance of individuals and/or the department the individual functions within. From time to time competitions are run with spot prizes or incentives such as overseas holidays.

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

Submit your CV via email: recruitment@mixturematics.co.za

You'd also be smiling if you knew his secret to **managing** his tax-related **trips**.



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