Job Description

General Manager Retail Business

JOB TITLE: GM RETAIL BUSINESS	REPORTS TO: VP RETAIL

JOB PURPOSE

- To build and manage a regional network of branches, ensure they meet their sales and receivables targets, and always work within the company SOP
- To be the line manager for all Sales managers and the reporting line for all franchisees – to lead both effectively to results whether direct run or franchised branch
- To ensure the teams at each branch are motivated, enthusiastic, and delivering as per targets, commitments, and the values of the company

DIMENSIONS

- 2013 – 50 branches; Minimum 2.50L per branch

PRINCIPAL ACCOUNTABILITIES

- Build a network of branches by ascertaining the potential of the place with the support of marketing department.
- Recruit, train, manage, and lead branch managers to results through periodical performance reviews
- Meet monthly, quarterly, and annual sales targets through the assigned network of branches
- Ensure that receivables never go above 30 days at any branch; and if they do, to de-install the system or finalise the collection immediately and ensure systems are installed within 7 days from the date of invoice.
- Add resources according to market potential – if large potential, add larger teams.
- Create awareness of the company and its products through demos.
- Take responsibility for managing key banking relationships at each branch
- Extend sales support for bigger commercial sales.
- Ensure SOP is complied with in full throughout the network of assigned branches
- Issue warning letters on as required basis for any SOP deviation, falling short on sales targets, or taking working capital out of the business
- Ensure that after-sales service is properly provided by the branch (within 48 hours)
- Ensure an impeccable appearance of Orb Energy branches (both from the outside and inside) – ensure there is a system of maintenance
- Carry out training as required by VP Retail / GM HR
- To ensure compliance with statutory requirement.

EXPERIENCE / QUALIFICATIONS

- 8-10 years of branch management experience; MBA a plus
- Prior experience in sales; and ideally prior experience in solar sales
- Demonstrated ability to meet monthly and annual targets
- Strong understanding of working capital cycle and how to improve it
- Experience in managing company SOP
- Willing to travel 15 days per month
- Strong team player, able to build and motivate sales teams
- Go-getter, who can take initiative and work independently