



## **BFCHRJ - 158 – Head of Corporate Sales | Corporate Sales | Bahrain**

### **About the role:**

The Head of Corporate Sales is primarily responsible for developing the Corporate Business especially Corporate Trade Transactions and Foreign Currency Business in the country. He/ She needs to drive revenue growth and market expansion by developing and executing strategic sales plans. This involves leading and motivating the corporate sales team, building strong relationships with key clients, identifying new business opportunities, and ensuring the achievement of sales targets.

Additionally, the role focuses on optimizing sales processes, enhancing customer satisfaction, and contributing to the company's overall strategic goals through effective collaboration with other departments. The role will require the job holder to actively target and sign new corporate accounts and manage ongoing relationships.

### **Your Responsibilities:**

#### **Business & Financial:**

- Develop and implement sales strategies to achieve and exceed revenue targets, ensuring consistent business growth.
- Build and maintain strong relationships with key corporate clients, maximizing customer lifetime value and retention.
- Identify and capitalize on new market opportunities and segments to expand the company's corporate sales footprint.
- Oversee the sales budget, ensuring efficient allocation of resources to maximize profitability while controlling costs.
- Analyze sales data to forecast revenue, track performance, and provide regular reports to senior management for informed decision-making.
- Ensure all sales activities comply with regulatory standards and company policies. Provide regular financial and business reports to senior management, including detailed analysis of sales performance and profitability.

#### **Customer Focus:**

- Build and nurture strong, long-term relationships with corporate clients, ensuring a deep understanding of their needs and preferences.
- Maintain regular, open communication with clients to anticipate their needs, address concerns promptly, and provide ongoing support.
- Ensure a high standard of service delivery, striving for excellence in every client interaction to foster trust and credibility.
- Actively gather and analyze client feedback to continuously improve products, services, and the overall customer experience.



### **Operational Excellence:**

- Streamline sales processes and workflows to enhance efficiency, reduce turnaround times, and improve overall team productivity.
- Establish and monitor key performance indicators (KPIs) to ensure that sales operations are aligned with company objectives and consistently meet or exceed targets.
- Work closely with other departments such as Marketing and Customer Service to ensure seamless execution of sales strategies and unified customer experience.
- Leverage advanced sales tools to automate tasks, track client interactions, and enhance data-driven decision-making.
- Foster a culture of continuous improvement by regularly reviewing and refining sales strategies, processes, and team skills to adapt to changing market dynamics and enhance operational performance.

### **About You:**

- University Degree required as a minimum.
- Minimum 5 years in a Foreign Exchange company in a managerial/supervisory role.
- Good reading, writing and arithmetic skills required
- Must be able to speak fluent English and preferably second language
- Strong customer service and relationship management skills
- Excellent communication and influencing skills
- Presentation skills
- Good knowledge of MS Office
- High attention to detail
- Strict work ethics
- Well-presented