

SALES MANAGERS

plan, organise, direct, control and coordinate advertising, public relations, sales and marketing activities within organisations.

Tasks Include:

- directing the development and implementation of sales strategies and setting sales targets in order to maximise an organisation's sales and customer loyalty
- directing the development and implementation of strategies to promote an organisation's goods and services to as many people as possible
- directing the development and implementation of strategies to generate increased consumption of an organisation's goods and services through the creation and reinforcement of 'brand image' or 'brand loyalty'
- directing the development and implementation of strategies to build and maintain an organisation's image and reputation with its customers, investors and the wider public