



Vacancy: Internal Sales Representative - M5630 **BMG Park - 178, Gauteng, South Africa**

Role Purpose

The Internal Sales Representative is responsible for conducting daily telephonic sales activities, building and maintaining relationships with new and existing customers, and ensuring professional and ethical customer engagement. The role focuses on increasing sales and revenue, providing exceptional customer service, and maintaining accurate records of customer accounts and sales activities. The incumbent is expected to effectively communicate product and service benefits to customers while supporting branch operations and achieving agreed sales objectives.

Reporting Line

- Reports to: Branch Manager

Key Performance Areas

1. Communication

- Represent BMG professionally in all forms of communication.
- Build and maintain positive relationships with internal and external stakeholders, suppliers and customers.
- Respond to customer enquiries via email, telephone and personal visits.
- Ensure professional and effective communication with all stakeholders.
- Deliver accurate reports and information within agreed timelines.

2. Increase Sales and Revenue

- Conduct effective telephonic sales calls with decision-makers.
- Maintain and grow existing customer accounts.
- Identify and engage dormant or inactive customers.
- Communicate order status, stock issues and flash sales to customers and management.
- Achieve agreed call frequencies and sales targets.
- Understand customer requirements and provide appropriate solutions.
- Honour commitments made to customers.
- Adhere to company procedures, reporting structures and standards.

3. Customer Service

- Maintain sound knowledge of the BMG product range.
- Provide technical support and problem-solving assistance to customers.
- Manage customer requirements relating to stock availability, pricing and deliveries.
- Utilize system-driven sales processes and CRM tools effectively.
- Maintain effective communication with customers, management and external sales representatives.
- Support stock management initiatives.



- Achieve agreed sales objectives and customer service standards.

4. General Administration

- Assist with BMG breakdown services when required.
- Participate in stock take.
- Maintain accurate customer and call records.
- Ensure workstations and catalogues are neat and organized.
- Perform administrative duties as allocated.
- Update customer contact information accurately on company systems.

Minimum Qualifications

- National Certificate (NQF Level 4) / Grade 12.
- Relevant Diploma or Degree will be advantageous.

Minimum Experience and Competency Requirements

Experience

- Minimum of three (3) to five (5) years' experience in an Internal Sales environment.
- Demonstrated ability to achieve sales targets and objectives.
- Thorough understanding of industry practices and trends.

Technical Competencies

- Knowledge of marketing strategies and consumer psychology.
- Familiarity with systems and process documentation.
- Advanced proficiency in Microsoft Office.
- Working knowledge of business management.
- Willingness to travel for trade shows and demonstrations when required.

Skills and Attributes

- Strong verbal and written communication skills.
- Exceptional organisational skills and attention to detail.
- Professional approach when dealing with customers, management and colleagues.
- Excellent time management and prioritisation skills.
- Ability to manage multiple tasks and projects with minimal supervision.
- Customer-focused with strong interpersonal skills.
- Ability to work independently and as part of a team.

Attributes

- Being innovative and taking initiative.
- Strategic thinking.
- Strong problem-solving skills.
- Ability to work autonomously.
- Excellent attention to detail and strong business acumen.
- Ability to multitask effectively.
- Building and maintaining good, strong relationships.

Should you have the necessary skill set, attach a brief CV to: vacancyapplications@bmgworld.net -
REF: Internal Sales Representative - M5630.

All internal applicants are required to complete an **IVAF** form signed off by line manager prior to submitting application.

Closing date for applications - 31 July 2026.

If you have not received notification regarding your application within 2 weeks, please accept that your application was unsuccessful.