

**Job Title:**

Sales Manager

**Job Role:**

Reporting to and taking strategic direction from the Managing Director. To manage the external sales team (Sales Engineers and Key account manager) and to assist the wider business to achieve quality objectives and business goals. Working with the management team to make sure that the sales strategy set by the Managing Director is implemented and followed. You will ensure that the sales operation runs efficiently, and projects are successfully concluded.

Be aware of customer politics, company and departmental objectives, targets and assist in the delivery of those targets. Support the sales model, workload and workflow management, collective ideas, and suggested solutions. Provide commercial support to the external sales team and track and achieve the sales plan.

**Job Responsibilities:****Team Leadership:**

- Lead, coach, and mentor a team.
- Working with the management team to set clear performance goals and provide ongoing feedback and development opportunities.
- Foster a collaborative and high-performance team culture.
- Hands on role where your key focus will be leading, mentoring and driving the team to achieve outstanding results.
- Support the team on customer visits.
- Manage agreed key accounts.

**Sales Strategy:**

- Implement the sales strategies to achieve team and individual sales targets.
- Identify market opportunities aligning to the sales strategy set by the managing director and guide team members in pursuing new business.
- To work with the Managing Director in establishing new sales targets, sales areas and goals for the team.

**Client Relationship Management:**

- Build and maintain strong relationships with clients, understanding their needs and objectives.
- Assist team members in developing and maintaining their client relationships.

**Account Planning:**

- Collaborate with team members to create and execute account plans for strategic clients.
- Ensure alignment between account plans and overall business objectives.

**Performance Analysis:**

- Monitor team performance against targets and KPIs.

- Identifying strengths and gaps and work with the team to ensure they reach full potential to achieve targets and KPIs.
- Analyse sales data to identify trends and areas for improvement (Quote Analysis; Order Book; Lead to customer conversion as examples)
- Report on data and team progress to the managing director.

#### **Market Insights:**

- Stay updated on industry trends and market conditions.
- Provide market insights and competitor analysis to inform the Managing Director.

#### **Customer Satisfaction:**

- Ensure exceptional customer satisfaction by resolving escalated client issues.
- Promote a customer-centric approach within the team

#### **Required Job Skills and Experience**

- Proven management experience in a professional sales environment, preferably in direct field sales for a manufacturer or distributor
- Proven track record of delivering a successful and consecutive sales plan
- Risk aware and capable of interpreting contractual language
- Great communicator and cross departmental collaborator
- Positive attitude towards change and improvements
- Able to organise time, prioritise workload and ability to multitask under pressure
- Proficient utilising Microsoft packages
- SAP experience preferred
- CRM software experience preferred
- Full and clean driving license essential

You are required to adhere to the company standard terms and conditions of employment and to be aware of your duties as an employee of the company with regards to the quality management system, general standards, health and safety and confidentiality.