

**JOB TITLE** - Sales Manager

**REPORTS TO** - Lead Sales Manager

**LOCATION** - Mobile – all Brands / Northern Ireland

**DEPARTMENT** - UK Sales Team

**SCOPE OF JOB** – Management of Regional Area, customer assigned to the area including third party support where necessary.

#### **PURPOSE**

- Responsible for all sales and local P&L within their region
- Increase our sales revenues, maintain and develop existing customer relationships
- Explore new partnerships to maximise sales and profitability to achieve year on year growth
- Understand customer needs and search for ways to grow our sales in line with sales plan/strategy

#### **RESPONSIBILITIES**

- Develop, execute and drive sales for all allocated customers in the region
- Deliver against sales targets within expenditure budgets and appropriate margins to achieve profitable sales
- Drive procurement of new accounts within your region in liaison with UK Sales Director and Brand marketing
- Maximise the potential with existing customers by understanding their needs and opportunities
- Motivate, inspire, manage, mentor, develop responsible parties to ensure third parties are equipped with the core competencies to manage and grow their business across all the designated areas of responsibility
- Drive premium assignments sales across the region, working closely with customer services and UK Contracts customer service teams
- Effectively manage the relationship with all allocated customers through offering outstanding customer service
- Devise effective regional sales and marketing strategies to engage, develop and manage customers whilst building an effective and cohesive relationship
- Proactively manage our route to market for all new ranges within your region adapting quickly to market changes
- Ensure all the brands are fully and appropriately represented in line with brand values, working closely with Brand Managers and the marketing department
- Utilize WG360 to optimize sales opportunities
- Record, analyse, report, and administer using CRM to maintain comprehensive customer records
- Share and promote the vision and strategy of the business with key buyers/customers and ensure that they understand the DNA of each brand (across all Brands)
- Keep the business fully informed of competitor activity and general market information
- Regular analysis of sales information for future business development
- Formulate, review, and implement the most effective journey plan
- Understand and utilise appropriate social media in line with the company's policy
- Submit comprehensive monthly report
- Attend industry events and conferences to generate new business leads
- Help with Customer complaints as requested by Customer Services, work in conjunction with Customer services
- Report on market conditions and competitor activity
- Maintain Company equipment to a high standard

#### **MEASURES OF SUCCESS**

- Achievement of sales budget year on year for the assignment region – achieve profit
- Effective utilisation of Sales toolkit (incl CRM and WG360) to drive sell through
- Promotion, distribution and presentation of the brands in the most effective and efficient manner and in keeping with the brand identity
- Delivery of KPI Targets including increase in Average Daily Sales and Orders
- Customer satisfaction
- Year on year incremental performance within existing accounts – achievement of target budgets

- Timely reporting

#### CONNECTING WITH OTHERS

- Direct sales reports – leading through setting direction, aligning the team, motivating, & developing all individuals through regular on job observation, coaching and feedback
- Customers – relationship management and business development
- Licensing – maximising opportunities to extend brand/s
- Finance – analysis and measurement of region's performance
- Senior management colleagues – sharing and learning
- Marketing – development and implementation of marketing strategies
- Customer service – review level of service and feedback on performance
- Group People department – collaborate / work on talent and development

#### QUALIFICATION

- Business related Degree and/or equivalent preferred
- UK/EU Drivers Licenses
- Ongoing CPD and up to date personal development plan

#### EXPERIENCE & SKILLS

- Highly self-motivated individual, good at negotiating and have interpersonal skills with the desire to develop these skills further
- Proven sales management experience
- Strong business acumen and industry expertise
- Relationship management skills and experience
- Commercially and financially aware
- Demonstrable ability to present, influence and communicate effectively at all levels of the business
- Self-driven, results orientated and a positive outlook
- Enjoy working in a team and closely with several internal stakeholders
- Strong analytical and numerical skills - can build and explain financial models and have strong spreadsheet skills
- Comprehensive computer skills including Microsoft Office, Outlook, Word, Excel, and PowerPoint
- Excellent communication skills
- Previous experience successfully managing sales teams ideally from a similar industry
- Professional sales training would be a strong advantage
- Proven track record of achieving targets and driving sales growth in a business
- Ability to lead and motivate others
- Strong organisational skills with a problem-solving attitude

#### BEHAVIOURS

Strategic, Passionate, Articulate, Driven, Resilient, Leader, Collaborative, Customer Focused, Disciplined, Independent, Team Player and Ambitious

*To apply for this role, please send your CV to [jobs@sandersondesigngroup.com](mailto:jobs@sandersondesigngroup.com)*

