

Job Title: Area Sales Manager (ASM)	Location: Region Dependant
Department: Commercial	Contract: Permanent
Reports To: Regional Sales Manager	Direct Reports: None

1.0 Job Summary & Role

- The ASM is responsible for sales growth and market expansion
- The role will develop sales and regional distribution strategies (where applicable)
- The ASM coordinates all marketing activities with distribution partners, building designing and executing the plans needed to grow share within the assigned territory
- Expand customer base and develop business with existing customers
- Visit both customers and prospects to develop relationships, build confidence in the company and win more business
- Customer facing time minimum 50% (mix of face to face and online meetings)
- To be the voice of the customer within the Company and the face of the Company to the customer
- Promote both existing and new products to customers
- Liaise as needed with internal functions to ensure the best levels of service are provided for customers
- Keep updated on competitor developments.
- Conduct market research within the customer base to be informed of changing market conditions

2.0 Key Responsibilities & Main Duties

50%	Achieve sales targets
	Arrange and attend customer visits to new and existing customers
	Effectively negotiates sales
	Develop customer relationships
	Work with distributor channel on business analysis
	Identifies, assesses, attracts and negotiates with potential customers
	Identify market opportunities for C&A group products
25%	Expanding the customer and contact base
	Develop strategic relationships within the region
	Provide World class customer support
	Work with distributors to increase market penetration
15%	Coordinates all marketing activities with distribution partners
	Supports all promotional programs
	Achieve customer visits/phone meetings to set targets
	Create and manage quotes for customers with appropriate follow up
	Manage the opportunity pipeline to maximise value for the company



10%	Presentation and demonstration of products
	Maintain customer data in the company systems
	Work with internal company functions to address customer issues
	Monitor competitor activity, and key market trends
	Monthly reporting
	Exhibition attendance where required

3.0 Internal & External Relationships

External relationships will be predominantly with the assigned customer group and the contacts therein.

Build relationships with management, Internal Sales function, Technical Support, Marketing and Warranty.

4.0 Key Performance Indicators

- Sales targets
- Product margin profit improvement
- Call rates (face to face or via other channels)
- Pipeline development
- Achievement of other objectives as issued by management

5.0 Essential/Desirable Factors

Knowledge	
<p>Essential:</p> <ul style="list-style-type: none"> • Experience of working within a company that has a technical product or service in a commercial role 	<p>Desirable:</p> <ul style="list-style-type: none"> • Expert knowledge of the power sector, having had a commercial role(s)
Skills & Attributes	
<p>Essential:</p> <ul style="list-style-type: none"> • Proven technical selling and negotiation skills • Results orientated team player • Strong written and verbal communication skills • Ability to work from a home office and work independently in a field-based role • Ability to travel adequately to cover assigned territory • Ability to recognise market trends and evaluate competitor strengths and weaknesses • Ability to communicate at all levels • Strong influencing & communication skills • Hunter mentality • Time managed and well organised. • Excellent presentations skills • Self-starter • MS office savvy • Full driving licence 	<p>Desirable:</p> <ul style="list-style-type: none"> • Analytical thinker • Change agile



JOB DESCRIPTION & PERSON SPECIFICATION

Experience	
Essential: <ul style="list-style-type: none"> • Selling role within a technically orientated company/product range, preferably within the power management industry • Proven experience of successful demand generation 	Desirable: <ul style="list-style-type: none"> • Experience of selling within the power generation industry • CRM
Qualifications	
Essential: <ul style="list-style-type: none"> • Min 5 GCSE (or equivalent), Maths and English to be included 	Desirable: <ul style="list-style-type: none"> • Completed vocational training in a relevant subject

Created by	Dated Created
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