

## JOB DESCRIPTION



<b>Job Title:</b> Area Sales Manager UK / Ireland	<b>Location:</b> Hunmanby / Mansfield
<b>Department:</b> Commercial	<b>Contract:</b> Permanent
<b>Reports To:</b> H/O Sales – Control	<b>Direct Reports:</b>

### 1.0 Job Summary & Role

- To leverage value from all customers and prospects within an assigned geographic region or regions, exceeding the regional sales targets for all allocated product categories, taking market share at every opportunity
- To hunt out and convert high value business opportunities from both existing customers and prospects across all product categories
- To be the voice of the customer within the Company and the face of the company within customer
- To successfully create and accurately manage the sales pipeline process, leading to conversion of opportunities across all DSE product categories and other Control group company product ranges as required
- To support the delivery of sales pipelines
- Manage the sales performance of any distributors performance for those appointed in your region for their allocated geography and Control group product groups
- To accurately maintain customer data in the CRM system (when applicable)
- To produce monthly commercially astute reports as required
- To complete weekly call analysis documentation
- To promote DSE products and services to both existing and potential customers
- To be the DSE 'eyes and ears' in the market-place, keeping abreast of markets trends and the competitions proposition

### 2.0 Key Responsibilities & Main Duties

- Management of a dedicated multiple sales territories for DSE and other Control group companies where required
- Delivery of allocated territory sales targets and other KPI's on a monthly, quarterly and annual basis and other personal goals
- Where appropriate support senior management in the selection, recruitment, training and development of a number of sales team, leading them to exceed their allocated sales targets
- Customer visits/phone/Teams based customer meetings
- Maintain customer data in the CRM system (when available)



- Presentation and demonstration of products to existing and potential customers & prospects across all DSE product ranges and other Control group products where required
- Prospective customer/product sales planning
- Liaise with marketing, Sales operations, Technical Support, Product Management, Warranty and other relevant managers/ colleagues to achieve objectives
- Monitor competitor activity, feeding back to the management on a regular basis
- Monitor key markets and update the organisation on trends, opportunities and threats for DSE and other Control group products
- Report generation and production of forecasts when required
- Contributing towards sales promotional material
- Coordinating training requirements (delivery via technical)
- Exhibition attendance (where required)

### 3.0 Internal & External Relationships

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

The predominant internal relationships will need to be forged with the commercial management team, the BDM role and Internal sales function, Technical support (in the relevant geography that provides this service to the region), Product marketing and Warranty. This could be DSE only or other Control group customers where required.

### 4.0 Key Performance Indicators

- Achievement of the sales targets for the region – DSE GENSET
- Achievement of the sales targets for the region – DSE CONTROL
- Achievement of the sales targets for the region – ATS
- Achievement of the sales targets for the region – DSE POWER
- Achievement of the sales targets for the region – other Control Group companies where required
- Achievement of short term objectives as set by management
- Call rates, minimum 5 customer telephone contacts per day (office based) (no reports)
- Minimum 20% of customer facing activity driving pipeline
- Minimum 2 face to face customer visits per working day (when travelling)



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### 5.0 Essential/Desirable Factors

<b>Knowledge</b>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of the standby Power management industry</li> <li>• Knowledge of programmable control systems</li> <li>• Knowledge of market leaders and channels to market</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Detailed knowledge of the standby Power management industry, major players and channels to market.</li> <li>• PLC understanding</li> <li>• Understanding of GENSET controllers and their applications</li> <li>• Understanding of hybrid power applications</li> <li>• Understanding of IOT solutions and connected devices within power management applications</li> </ul>
<b>Skills &amp; Attributes</b>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Commercially focused</li> <li>• Proven selling and negotiation skills.</li> <li>• Results orientated.</li> <li>• Strong influencing skills</li> <li>• Excellent communication skills</li> <li>• Planned/time managed and well organised</li> <li>• Excellent presentations skills.</li> <li>• Financially aware (sales and margin)</li> <li>• Full driving licence.</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Analytical thinker</li> <li>• Change agile</li> </ul>
<b>Experience</b>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Selling role within a technically orientated company/product range, preferably within the control/power management industry</li> <li>• Managed a portfolio of customers across multiple geographies</li> <li>• Proven experience of successful demand generation</li> <li>• Experience of prospecting for new business both face to face and via phone/Teams</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Experience of selling within the power generation industry for an OEM, Genset manufacturer, genset leasing company or panel builder.</li> <li>• Managed a customer/prospects base within a CRM environment</li> </ul>
<b>Qualifications</b>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Min 5 GCSE (or equivalent) to include Mathematics &amp; English Language</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Degree in electrical / electronic engineering (or equivalent)</li> <li>• HNC (or equivalent) in electrical/electronic engineering</li> </ul>

<b>Created by</b>	<b>Dated Created</b>
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