

VACANCY : REGIONAL TECHNICAL SALES MANAGER

Position: Regional Technical Sales Manager

Department: Sales

Reports to: Sales & Marketing Manager UK & Ireland

Location: Field Based

Employment Type: Permanent Full time

Job Description

This job description and position guide is intended to be used as a general indication of the main responsibilities of the job and does not include detailed instructions as to how the tasks should be undertaken.

Position Summary

Main purpose of this role is to build positive business relationships with key influencers in Scotland, North-West England, North-East England, and Yorkshire (being the primary areas of responsibility). Key external stakeholders to be liaised with:

- Role-Converters - Role-conversion companies in the North and linked associations in other regions
- Government sector - Fleet Management of Police, Fire & Rescue, NHS Ambulance/Private Ambulance, Defence, Highways organisations
- Commercial sectors – Bus builders, Welfare and commercial sector converters and fleet operators
- Road Rescue & Recovery sectors
- Airports

Success will involve identifying new business opportunities; and creating new/repeat business and long-term sustainable business and income streams from the sale of Standby products, systems and services. This position is expected to provide a link between Sales and the Technical & After Sales departments of Standby UK.

Key Responsibilities

- Key Account & Relationship Management: working to foster relationships with Primary, Secondary and Tertiary accounts of the existing client base; identifying opportunities to upsell; customer purchase history analysis; be the 'customer voice' internally; project-based sales approach; managing price negotiations through to success
- Market Intelligence & Business Development: expansion of the market; providing market feedback and observations to the Company; competitors analysis; acquisition of new customers and prospects; early identification of new projects and tender opportunities
- Planning & Record Keeping: booking appointments and route planning; customer meeting records
- Product Knowledge: complete demonstration of Standby products; understanding & identifying needs that utilise the full range of Standby products; knowledge of failure rates, product issues, upgrades, Standby product benefits
- Meeting targets & objectives: individual account volume against the annual targets; minimum average weekly on-site customer visit ratio of 6 per week; weekly information reporting deadlines
- Reporting & Forecasting sales: reporting customer potential; monitoring daily order intake; weekly sales & market activity reporting; flagging Technical/After Sales support required
- Project leadership: developing solution-based proposals with customers; identifying customer needs, developing new ideas and concepts; working with all stakeholders on upcoming opportunities
- Order support: liaison with Internal Sales team for quotation generation and information requests; work with Finance colleagues as required on customer credit facilities
- Event support & Company representation: attend sales and marketing events as necessary; present a corporate image of high quality and customer service

VACANCY : REGIONAL TECHNICAL SALES MANAGER**Required Skills & Qualifications**

- Ability to travel domestically and internationally, and stay on overnight visits
- Clear verbal and written communication skills
- Planning & Time management skills
- Ability to demonstrate advanced people handling skills, objections handling and the creation of win/win outcomes
- Understanding of project planning
- Proficient in Microsoft Office suite of products
- Teamworking and driven to work individually
- Sufficient technical knowledge to answer customer questions
- Minimum 3 years sales experience in an industrial market
- Formal sales training

Desirable Skills

- Technical awareness of hazard warning products
- Technical awareness of Telematic and CCTV products
- Experience with Microsoft Dynamics 365 Business Central ERP
- Working knowledge of a CRM system
- Awareness of ISO9001 and ISO14001

Salary & Benefits

- Competitive salary based on experience
- Company car (mobile phone and Company credit card also provided)
- Company Pension scheme
- Opportunities for training and career development

Head Office Location

Standby UK, 19 Hollies Business Park, Cannock, Staffordshire WS11 1DB.