



REGIONAL SALES MANAGER

Job summary:

Reporting to the Sales Director you will be responsible for selling the SAM product range to both new and existing customer bases, including builders' merchants, DIY chains and general wood product distributors. As part of the wider sales team you will support the Sales Director on setting and achieving the company's overall sales strategy in line with company targets and strategic priorities for the assigned product ranges, market segmentation and customer accounts, ensuring revenue and bottom-line growth, customer loyalty and growth and cost effectiveness.

Territory:

South Wales, South West, Somerset, Devon, Dorset, Gloucestershire, Oxfordshire, Berkshire, Hampshire

Main responsibilities of the job:

Strategic

Develop and implement a regional sales strategy with senior management. Sets clear, measurable goals with target dates for completion for the SAM Group as required in conjunction with any relevant marketing strategies.

Manage existing accounts and national merchant chains – minimise competitive leakage.

Develop new profitable business in line with appropriate business and/or operational needs.

Feedback market information and intelligence to the directors, provide customer trading updates and information on any changes to market dynamics relevant to the SAM Group.

Assist and provide guidance with price lists/quotations and costing/contributions for all customers in region.

Ensure that customer satisfaction levels are maintained and enhanced.

Achieve monthly/annual sales targets whilst introducing and developing new product lines and brands to existing client base.

Operational

Evaluate the profitability of existing accounts. Highlight poorly performing accounts and develop an action plan to improve performance.

Support and work with customer services to ensure quotes, information, drawings, specifications, etc. are returned on time to the sales office manager.

Coaching and mentoring the customer service team and other members of the sales team.

Manage existing SAM accounts and national merchant chains - maximise value and profit potential.

Work daily with sales office manager and production to ensure quality issues are communicated and/or resolved as and when they arise.

Communication of accurate sales performance and trend analysis. Effective and timely feedback to sales director and sales office manager.

Work closely with the operations, technical and marketing teams and other relevant partners to develop and sell new products profitably.

Performance

Promotes collaboration and teamwork across boundaries, building consensus, collaborating as a team member.

Work with the sales office manager to ensure performance targets are met. Suggest and implement improvements from concept through to completion. Targets to be achieved and for new products to be introduced to the market as and when they arise.

Ensure effective two-way communication between SAM and the client base.

Increase market awareness of the SAM brand. Promote the SAM story. Deliver professional pitches, both to new and existing customers adhering to SAM values. Upsell new SAM products at every given opportunity.

Assist in positive promotion of SAM to the general community.

Promotion and development of the SAM product brands to end users where appropriate and commercially viable.

All other duties as reasonably required.

Person specification:

Essential Criteria	
Experience	Minimum 3 years external sales management experience Proficient in windows-based packages, MS office, CRM modules and email packages.
Special Skills	You must be professional, have a high degree of initiative and have the ability to relate to and understand all areas of the business. Excellent verbal, written and interpersonal communication skills and have an innovative approach to tasks. Self-motivated. You need to demonstrate and lead by the company values.
Circumstances	Must have a valid driving licence and live within the area advertised. You must be flexible with regards to your working hours - extensive travel throughout the regional area within the UK minimum 4 days per week.

Desirable Criteria	
Experience / Education	Educated to third level qualification. 5 years' previous sales experience. Track record of territory management. Experience working within the UK construction / merchant industries.

Key terms and conditions:

Contract Type	Full Time, Permanent Contract. 6 months probationary period applies.
Hours of work	Contracted for min 42.5 hours per week inclusive of break times Monday – Friday.
Salary range	To be discussed with successful applicant. Payment is monthly by BACS.
Pension	4% employer contribution. 4% employee contribution is mandatory for employer contribution.
Holiday Entitlement	5.8 weeks inclusive of all statutory holidays and factory closures.
Healthcare Package	Westfield Healthcare Level 1 cover for the employee: available after 6 months and covers the employee's children under the age of 18. Non-contractual and fully funded by the company.
Life Assurance Package	Available after 6 months service. Terms and conditions do apply.
Bonus Scheme	"Profit share" and "Customer Satisfaction" bonuses apply. Non-contractual, T&Cs apply.
Company Vehicle	Car allowance provided.

Applications:

Please submit your CV to hr@samonline.co.uk.

We are an equal opportunities employer.