**SELWOOD LTD**

**POSITION DESCRIPTION: Regional Sales Manager**

**LOCATION:** Various

**POSITION PURPOSE:** In the role of Regional Sales Manager, you will report to the Director of Sales to develop and deliver a growth plan for the region. In addition, you will be expected to work closely with our Strategic Account Managers and other departments in the business in order to maximise opportunities, develop revenues and build lasting relationships with our customers.

Your key responsibilities will include providing both strategic and tactical leadership and direction to the Regional Sales Team to ensure that sales targets are achieved and exceeded, also working closely with our Solutions Team, in ensuring an exceptional customer experience is delivered. You will also have a small portfolio of your own accounts to manage and develop.

**RESPONSIBLE TO:** Director of Sales (North or South)

**RESPONSIBLE FOR:** Line management of Territory Managers across the Southwest of England & Regional Account Managers.

**REGULAR CONTACTS: External** Customers – new, existing, and National accounts

**Internal** Director of Special Projects & Solutions

Director of Product Service & Excellence

Fleet Support Managers

Sales Managers and Sales Teams

Solutions Director, PMs and Solution Teams

Operational Managers

**MAIN RESPONSIBILITIES:**

**Customer Management:**

* Responsible for ensuring the sales team establishes and develops the client interfaces by building and nurturing relationships through gaining trust and confidence in the team, in our products and our company.
* Working collaboratively across the whole sales organisation and Workdry Group to build, maintain and develop profitable business relations.
* To understand, manage and monitor existing clients spends, develop new business and work in partnership with the Sales & Solutions teams, Regional Operations Manager, Branch Manager and Hire Manager / Controller.
* Make sure your team attend customer meetings at as early a stage as practicable to ensure a thorough understanding of their projects and to work with them to identify potential solutions.
* Continually seek out related business and identify sustainable business opportunities for the future.
* Work closely with the Selwood Technical Solutions team. Providing clear two-way communication, always ensuring understanding of our customer’s needs / expectations / objectives.
* Attend client review meetings to maintain positive relationships and to address any issues which may arise.
* Work with internal stakeholders to produce account management documentation and accurate ad-hoc reports for and the Sales Director as and when required.
* Deliver knowledgeable presentations to customers in a professional manner, both face to face and online.
* To manage and devise necessary quotations that are accurate and timely.
* Ensure customer KPIs are achieved.

**Team Management:**

* Monitor direct reports’ performance against job descriptions and department KPI’s. Hold probation reviews, development reviews/plans and actively performance manage when required.
* Responsible for forecasting and setting sales targets for your direct reports. Proactively managing performance against these targets, by holding regular in-person visits and agreeing corrective actions when needed.
* Provide a people management leadership style to coach, mentor in line with employee development plans. Ensure you have the right people capability and engagement to deliver business objectives.
* Recruit additional employees within the specific region to drive performance and to achieve exceptional client experience.

**General:**

* Provide a customer-centric approach with all clients to generate new business and to maintain current client accounts.
* Responsible for managing several customer accounts, completing business as usual activities with these accounts.
* Collaborate with key stakeholders to achieve business objectives whilst maintaining strong customer, client relationships.
* Always adhere to the company’s SHEQ procedures.
* Lead by example and continuously promote the company’s Core Values and Mission Statement.

*The main responsibilities are outlined above. This is not a definitive list, and other tasks/activities may be necessary as the company’s commercial activities require.*

**QUALIFICATIONS & EXPERIENCE:**

**Essential:**

* Demonstrable knowledge and experience of managing a sales team, in a sales or rental orientated business.
* A successful proven track record in a senior sales role where you have delivered strategic aims and driven growth plans.
* Demonstrable experience of using a plan, framework or strategic approach to add value to a team or customer relationship.
* People management skills with the ability to develop/coach/train a sales team.
* Experience in delivering an exceptional customer experience.
* Strong organisation skills with good planning and budget management skills ensuring all planning and budgetary requirements are forecasted for each financial year.
* Ability to coach and train your team and evaluate performance.
* You will be a natural relationship builder, able to engage and influence Stakeholders at all levels.
* The resilience, drive and determination to deliver in a fast-paced environment.
* Strong communication, influential, and negotiation skills, both written and verbal, with the ability to deliver professional and clear presentations, both online and face to face.
* Demonstrates a professional approach to the role, with the confidence to challenge the status quo and seek continuous improvements to our ways of working.
* IT proficient – experience with sales management systems and internal systems. Intermediate MS Office skills (including Excel, Outlook, and Teams Communications).
* Holder of a full driving licence and happy to travel regularly within the UK.

**Preferred:**

* Knowledge or experience of the Pump Hire or equipment Hire industry.
* Pump hire background.
* Sales related certification.

**Statutory Requirement:** Each employee must ensure that all tasks are carried out within the Company’s Health and Safety Policy, and any relevant Codes of Practice, including COSHH sheets and other instructions, to minimise risk to themselves and other personnel and that good housekeeping applies at all times.