

Area Sales Manager

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Company: Parkside

Location: United Kingdom

Category: other-general

A global manufacturing company in Bracknell require a Area Sales Manager covering the South of England, field based role, must hold a full driving license and have flexibility for overnight stays as required, salary £52,.

Main Responsibilities:

Contribute to the sales and marketing strategy and communicate best practice on marketing and promotional activities.

Ensure retailers have adequate product and sales training to support their sales objectives.

Forecast accurately monthly sales, and achieve monthly, quarterly and annual sales targets in line with area and product sales forecasts and budgets, with the introduction of countermeasures where required.

Manage and motivate staff at all levels to consistently provide our customers with excellent customer service and to achieve overall divisional objectives utilising available tactical resource and products.

Ensure medium and long term plans exist for the continuing development of the dealers, area and overall network coverage to promote and grow sales within the product groups.

The implementation of the Dealer Evaluation Scorecard and setting a robust dealer action plan.

Liaise, plan and assist with local promotions, shows and PR and utilise the national show

programmes to best advantage for the product groups in the area and nationally.

Qualifications, skills and experience Required

Relevant experience in a similar role.

Good communication and interpersonal skills.

Experience of selling and achieving commercial targets.

Experience of collaborating with a team to achieve set objectives.

Analytical skills to collate and present relevant data.

Understanding of the dealer business or distributor sector.

Proficient in excel, intermediate in Word and Power Point.

Full driving license and the commitment to travel extensively so that sales results and extensive dealer contact are maintained.

Be prepared to undertake frequent overnight stays away

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