

Area Sales Manager

Location	Hybrid / Regional	Salary Range	Competitive
Benefits	Company pension contribution, Company car, fuel card, Life assurance, organisational social gatherings		

An energetic and goal orientated salesperson who can build relationships at all levels and preferably has a proven track record selling into the Independent Merchant Sector and Buying Groups, with experience of using social media channels.

Key objectives
<ul style="list-style-type: none"> • Implement the agreed company sales strategy and meet Budget targets, including market share targets and new product introductions • Be an active participant in social media channels, developing content and responding to posts in line with company guidelines • Build long term relationships and plans with a network of consulting engineers, architects, contractors, other specifying authorities, and their commercial partners, especially through social media channels • Follow up leads from the company's project databases • Gain entries in specification or approved suppliers' listings • Working with key stakeholders, build the project pipeline, win projects & tenders, and follow these through to completion • Understand customers strategy, their requirements, and their constraints • Help match the company's products and solutions to customers' needs • Help resolve customer questions and issues in line with group guidelines, policy, and procedures • Using whenever possible digital means, help build the company image and deliver <ul style="list-style-type: none"> ○ Company and product introductions ○ Professional technical presentations ○ Ongoing training and support as requested or to support product development
Reporting
<ul style="list-style-type: none"> • Report all activities using CRM in line with the company's reporting structure • Provide regular verbal reporting and occasional written updates to management • Attend meetings as required or assigned • Participate in professional societies, customer, and other events to promote an understanding of our products and technologies • Perform other duties as reasonably requested or assigned • Maintain up to date personal expenditure records and claims

- Adhere to all company policy and procedures.

Knowledge, skills and abilities

- Good knowledge, understanding or experience of the construction market sector and the supply chain, preferably in the building services, plumbing or HVAC sectors
- Active user of social media channels and willingness to be trained in others
- Proven selling ability with strong interpersonal skills, well organised with good written and verbal communication
- Good commercial appreciation and attention to detail
- Team player
- Experienced in sales lead generation
- Ability to give presentations and product demonstrations in front of various groups, especially on-line
- Good basic IT skills, including MS Office and CRM
- Able to travel with possible occasional nights away from home
- Ideally, fluency in English at least as a second language

Mandatory training to be undertaken (*in addition to the below, any other courses deemed appropriate for role)

• Social media	Within one month of starting Refreshers every 6 – 9 months
• Sales / effective selling of products	Within one month of starting Refreshers every 6 – 9 months
• Product development	Within one month of starting Refreshers every 6 – 9 months
• Information security	Within first 6 months of starting
• Diversity and Inclusion training	Within first 3 months of starting
• Anti-Bribery & competition law courses	Within first month of starting. Once every 2 years
• Continuous professional development	Ongoing

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