

	Regional Sales Manager	Dec 2023 Version
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Job Title:	Regional Manager	Job Category:	MANAGER
Department:	UK Sales	Reports to:	Sales Director
Location:	UK (South England)	Direct reports:	BDM's & Office Managers in Kent, Peterborough, Bristol

To provide strong leadership to the sales teams based in the South of England focusing on delivering Strategic Direction and company growth.

Key Responsibilities

The Southern England Regional Sales Manager will be responsible for leading sales activity and growth of the Kent, Bristol and Peterborough offices. This role involves managing a team of Business Development Managers and Office Managers and ensuring their performance aligns with the company's sales targets and growth plans. The Regional Sales Manager will monitor the sales performance of the branches and sales teams, providing strong leadership and engagement with their teams.

Key Relationships

Must maintain close relationships with clients & BATT internal & external teams in the South of England and across the business.

This role will also be a member of the Senior Leadership Team which reports to the Operational Board.

Person Requirements

1. Sales Team Management:

Provide leadership to the sales teams, including Business Development Managers and Office Managers.

Support and coordinate any organisational redesign to meet the needs of the business.

Set clear sales targets and performance expectations for the team, ensuring alignment with the company's objectives.

Process commission payments and submit to the Sales Director (UK & I)

Conduct regular performance evaluations, coaching, and training to enhance the skills and effectiveness of the sales team.

Foster a positive and motivating work environment that encourages teamwork, collaboration, and high performance.

2. Sales Performance Monitoring:

Monitor the sales performance of each branch and salesperson within the region, analysing sales data and identifying trends.

Regularly review sales reports, forecasts, and key performance indicators (KPIs) to assess progress towards targets.

Identify areas of improvement and implement strategies to optimise sales performance and achieve/exceed targets.

Provide timely feedback and guidance to the sales team, addressing any performance gaps or challenges.

3. Sales Strategy and Planning:

Develop and implement effective sales strategies and action plans to drive revenue growth within the region.

Collaborate with the Sales Director to align sales objectives with overall company goals and market trends.

Conduct market research and competitor analysis to identify opportunities and adjust sales strategies accordingly.

Stay updated with industry trends, customer needs, and market dynamics to capitalise on emerging opportunities.

4. Relationship Management:

Build and maintain strong relationships with key clients within the region.

Build and maintain a strong relationship with their sales teams.

5. Reporting and Analysis:

Prepare regular sales reports, forecasts, and performance analysis for the Sales Director.

Work to develop KPI's for the region to demonstrate performance against objectives.

Provide insights and recommendations based on sales data to drive strategic decision making.

Monitor and manage the sales budget for the region, ensuring efficient allocation of resources.

6. Senior Leadership Team

Be a member of the Senior Leadership and work with peers to deliver company objectives through monthly meetings.

Play a key role in Business Process Optimisation to prepare the organisation for improvement of processes and systems, and the subsequent implementation of Oracle NetSuite.

Demonstrate expertise

- The role holder should have experience of managing and improving sales operations at a senior level.
- The role holder should have demonstrated a clear record of improving sale performance by implementing by delivering a sales strategy and leading a team to deliver it
- Is able to create customer relationships through a combination of personality and professionalism.
- A knowledge and experience of the electrical distribution industry/building/construction industry is preferred.
- Is pro-active and is able to create relevant kpi's to track both "output measures" and "in-process measures."
- Experience of using a CRM system

Person Specification

Experience & Skills (minimum needs to be able to undertake the role):

- At least 5 years' experience at senior sales management level
- Previous experience of managing a sales operation of a minimum size of 10m Euro turnover
- Excellent working knowledge of CRM systems

- Experience of developing and delivering sales strategies that have delivered results for the business
- Skilled in the use of Excel, Word and Powerpoint
- Fluent in English
- Experience of creating and presenting a sales report and sales forecast
- Understanding of P&L statements

Personal Characteristics (measurable that are required to be successful in the role):

- Excellent standard of verbal and written communication
- Friendly and team orientated
- Self-confidence with the personal drive to achieve goals and meet deadlines
- Ability to prepare and present meaningful information with conviction and authority
- Demonstrates accountability and ownership
- Maintains confidentiality and inspires trust and confidence
- Encouraging and supportive of the team around them
- Proactive, demonstrating initiative and problem-solving abilities
- Strong influencing and negotiation skills
- Ability to conduct root cause analysis and corrective action planning

Signed On Behalf of Batt Cables

Date