



JOB PROFILE

**JOB TITLE: AREA SALES
MANAGER**

DEPARTMENT: SALES

**REPORTING TO: HEAD OF
SALES**

MAIN PURPOSE OF JOB:

Service and develop existing accounts, and generate new business from targeted opportunities

MAIN RESPONSIBILITIES:

- Ensure that sales targets are met.
- Manage annual forecast
- Generate new sales leads
- Develop existing and new market sectors

KEY TASKS:

- Provide regular reports and maintain and submit action/status register
- Conducting presentations to existing and potential customers
- Follow up leads that have been received directly

SPECIFIC OBJECTIVES:

- Ensure that Annual Business Forecast is achieved
- Increase sales
- Develop new customers and markets

REPORTING/SUPERVISORY STRUCTURE:

Reports directly to the Head of Sales with a dotted line to the Managing Director, liaises with and provides support to internal departments – specifically Business Managers in the sales team.

QUALIFICATIONS:

- Minimum of 5 GCSE'S at grade A-C, to include Maths and English
- Educated to A Level standard or equivalent
- Degree in Business/Financial subject is desirable

KNOWLEDGE AND SKILLS:

- Excellent communication skills, verbal and written
- Focused and self motivated with a 'can do' attitude
- Ability to prioritise own workload
- Customer focussed
- Good knowledge of Microsoft office to include; excel, word, PowerPoint and outlook
- Excellent presentation/PowerPoint skills
- Knowledge of PCB's/electronics would be advantageous

EXPERIENCE:			
<ul style="list-style-type: none"> • Previous experience working to and achieving sales targets • Experience working in a manufacturing/PCB's/electronics environment is desirable 			
BEHAVIOURAL COMPETENCIES: (Specific behavioural competencies needed to ensure successful job performance)			
	LEVEL		LEVEL
Manage Performance	4	Manage Communications	3/4
Manage Oneself	4/5	Manage Customer Service	5
Manage Others	3	Manage Resources	2/3
Manage Relationships	3		
SPECIAL FEATURES: any "out of norm" features of the job"			
Extensive UK Travel will be required, occasional International Travel may be required			
JOB HOLDER: Signature & Date:		MANAGER: Signature & Date:	

This job profile sets out the main dimensions of the role it describes. It does not identify all individual tasks, which may be expected to change from time to time to meet operational needs.