

JOB DESCRIPTION

Job Title: Area Sales Manager

Responsible to: Sales & Marketing Manager

Main Duties & Responsibilities

Generate agreed sales at acceptable contribution levels to the Company's target markets and customers, through a professional and diligent approach.

Code of Conduct

The Company expects employees, whilst working, to interact with customers, co-workers and management in positive, supportive and co-operative ways.

Specific Duties

Develop commercial relationships with all customers in the designated area and in particular at a senior level with key customers where the Company's products and services can be realistically differentiated.

Assist in the preparation of budgets, by customer, product and market sector.

Consistently achieve budgeted sales and contribution levels with a specific emphasis on product mix, selling added value rather than volume.

Follow up all quotations, which have been prepared by the internal sales and sales administration teams.

Carry out such customer visits as are required in relation to quality, cash collection or other issues.

Provide the necessary sales support in relation to external and Group customers.

Maintain the Company's image through a professional approach to all aspects of the sales role.

Prepare all necessary call plans, customer visit reports and market information.

Provide such other reports as are required by senior management on a timely and comprehensive basis.

Carry out such other duties as are required by the Company.

Authorities and Limitations

Cannot authorise revenue expenditure.

Cannot authorise capital expenditure.