



JOB SPECIFICATION

Title: Territory Manager - Midlands
Reporting To: Sales Director
Salary: TBC

AREAS COVERED:

Midlands. Staffordshire, Shropshire, Leicestershire, Northamptonshire, Bucks, West Midlands, Worcestershire, Herefordshire, Warwickshire, Oxfordshire & Gloucestershire.

PRIMARY OBJECTIVE:

To achieve /exceed the agreed sales revenue target for his/her defined Sales area.

SUPPLEMENTARY OBJECTIVES:

- To increase profitable new business in the area.
- To target major competitor accounts.
- Improve product split within the area.
- Range build within existing accounts.
- Ensure efficient tracking of projects/leads to ensure every effort is made to secure the order/contract.
- Build solid working relationships with the main contractors in the area.
- To ensure close working partnership with area specification sales manager.
- To develop and support relationships with developers, contractors and retail groups.

PRODUCT & TECHNICAL KNOWLEDGE:

To acquire and maintain a working knowledge regarding the range of Comar/Axim/Duco/Alu-timber products and associated hardware and accessories.

To apply the above knowledge in relation to customer requirements and problems.

To acquire and maintain current information concerning competitors products and services and related pricing policies.

To acquire and maintain current information / legislation concerning the technology of the industry in relation to the companies product range and to keep up with all developments which may affect those products.

To conduct where necessary, technical surveys into the application needs of the customer regarding the company's products and to submit details and drawings sufficiently accurate to enable the company/customer to quote:

- To provide an advisory technical service to customers, main contractors and new prospects providing this is recognised as ensuring existing business and securing probable future business. This should include an understanding of fabrication tooling and manufacturing techniques as well as an understanding of installation procedures and best practice.
- To demonstrate products and arrange factory visits where necessary for existing and prospective new customers.

ADMINISTRATION:

To optimise the time he has available by planning the operation of the territory and to undertake individual interviews with particular reference to major prospects and customers.

To ensure full and rigorous use of the company's CRM system covering all sales activity in the area in order to:

- Maintain an up to date record and information system covering in detail all customers and prospects and the current state of negotiations.
- Maintain an up to date working file containing relevant sales bulletins and general company information.
- Maintain up to date product literature, sales aids, samples and price lists.
- Maintain an up to date file on all competition regarding personnel, products, service and general market activity.
- Submit reports as requested

SELLING SKILLS:

- To gain specification for the range of the company's products.
- To identify all new prospects on the territory.
- To obtain enquiries and opportunities to quote from existing customers and new prospects.
- To promote the facilities at the company for both training and product demonstration.
- To ensure customer satisfaction by providing liaison with the relevant departments and following up by checking the service provided by those departments.
- To obtain payment of outstanding accounts where applicable and when requested.
- To submit relevant reports on time through the company CRM system.
- To follow-up on all leads generated by The Parkside Group
- To follow up on all quotes from estimating.
- To have a basic knowledge of Genesis.

MARKET INTELLIGENCE:

To provide regular feedback to the company on:

- The company image as seen by customers, competitors and the trade in general.
- The market perception of Parkside products, prices and service levels.
- Product sales opportunities not being exploited by the company.

To provide regular commentary on customers business, developments and marketing activities, particularly where their needs are affected and our existing range of products are concerned.

To provide feed-back of all relevant competitor sales/marketing activity.

To provide reports/photographs on specific or prestigious projects.