



## JOB SPECIFICATION - Territory Manager

**DEPARTMENT:** Sales

**AREA COVERED:** London (within M25), Kent, Surrey, E & W Sussex, Berkshire, Hampshire.

**REPORTS TO:** Sales Director

### PRIMARY OBJECTIVE:

To develop the sales with both existing and new accounts and achieve set targets in respect of turnover.

### 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 on the area.
- To ensure close working partnership with project management team nationwide.
- To develop and support end-user relationships with all potential customers.

### 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 company's 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 on CRM and to undertake individual interviews with particular reference to major prospects and customers.

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

- Ensure that all Projects and Leads are logged and followed up on CRM.
- Carry out regular monthly Project Meetings with all top accounts.
- 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.

## **SELLING SKILLS:**

- To use all opportunities to sell/specify the companies full range of products.
- To identify all new prospects on the area.
- To obtain enquiries from both existing and prospective.
- To fully promote the facilities at Mitcham HQ for both training and product demonstration.
- To always strive to provide customer satisfaction by liaison with all relevant departments with the Parkside Group, and always following up that the service was provided.
- Where necessary assist with collection of payments on outstanding accounts.
- To submit relevant reports on time, when requested.
- Follow up all quotes submitted by Estimating Dept.
- To gain and maintain a basic knowledge of Genesis software.

## **MARKET INTELLIGENCE:**

1. 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.
2. 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.
3. To provide feed-back of all relevant competitor sales/marketing activity.
4. To provide reports/photographs on specific or prestigious projects.

## **MEASUREMENT CRITERIA:**

1. Achievement of agreed sales budget.
2. Number of Projects/enquiries/specifications generated.
3. Number of enquiry converted into orders.
4. Development of sales/market share with existing customers.
5. Development of new strategic accounts in line with agreed territory strategy.
6. Effective planning and operation of sales territory.
7. Adherence to required reporting procedures including use of CRM.
8. Range building in existing customers.
9. Penetration of major competitor accounts.