

Job Description

Job Title	Industrial Sales Manager
Job Purpose	<p>To develop and implement strategic sales (rental & purchase) plans for the growth of both new and repeat, business and revenue, expanding the company's customer base and ensuring strong market presence across the UK industrial wastewater treatment sector.</p> <p>Achieve sales objectives and targets through the effective leadership, management, and development of a technical sales engineering team.</p> <p>Provide technical and commercial leadership, guidance, and governance to other business teams as required in the development of industrial sector solutions for the overall benefit of the business.</p>
Business Unit/Dept	Sales - Industrial
Reporting to	Sales Director, or any other named person
Line Management Responsibility	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No – support role
Budget Responsibility	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Accountability Level <i>(Service delivery performance, quality & safety of people & product/service, compliance with rules, standards and legislation, continuous improvement, reporting and strategy)</i>	<input type="checkbox"/> Individual level <input checked="" type="checkbox"/> Team or function supervisory / management level <input type="checkbox"/> Department management level <input type="checkbox"/> Senior management / company level

1. ESSENTIAL DUTIES AND RESPONSIBILITIES

The basic, important duties to be performed in the role

General

- Effectively lead, manage, motivate, and develop a high performing technical sales team to achieve sales targets and deliver exceptional customer service.
- Develop and implement an effective sector strategic sales plan, aligned to overall company goals, to expand the company's customer base, grow revenue and ensure a strong market presence.
- Proactively work with the Marketing team to identify key market themes, opportunities hunting/pipelines growth, increase awareness of brand and drive effective marketing positioning.
- Contribute to marketing activity by writing targeted articles/presentations and representing the company at relevant events (trade shows, conferences webinars, seminars, etc.)
- Manage and develop key relationships within selected key accounts, understanding client needs, and focussing on account growth and long-term relationship building.
- Collaborate with companywide cross-functional teams to assess opportunity feasibility, optimising potential options and create tailored solutions that meet client needs and ensure customer satisfaction.
- Drive the sales process from initial contact through to order, support delivery, and project close-out. Ensure all sales activities continually comply with agreed standards and procedures.
- Lead or play an active commercial / technical role in the development of proposals and tender submissions for high profile/value projects (Non-Routine & Complex opportunities).
- Ensure effective commercial and technical governance is applied at all times, and robust, commercially sound quotes and proposals are presented which maximise the chance of success.
- Represent the Company at key meetings giving presentations, training, and holding technical and commercial negotiations to achieve favourable business outcomes.
- Maintain comprehensive knowledge of company offerings and stay informed about industry trends, market conditions and competitors to identify new opportunities and maintain a competitive edge.
- Proactively contribute to the development of effective reporting tools on customer activity levels (CRM) applications as well as reporting of pipeline / revenue forecasts Vs plan and other relevant business processes.
- Support other sectors (including international) and departments as required; including but not limited to post award delivery and key account management activities.

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- Learn cross departmental specific skills and activities as applicable, actively driving others in the team to do the same.

People and Leadership

- Positive and proactive leadership, line management and development support/training the team, setting clear goals and performance measures.
- Recruit competent team members, ensuring they are appropriately inducted.
- Proactively manage employee development, identify skills gaps, and ensure all are appropriately trained and competent to perform their duties safely and effectively throughout their employment.
- Proactively manage absence and performance, in line with HR policies and expected standards, promptly addressing any areas of concern or underperformance.
- Connect, collaborate, and build strong relationships and channels of effective, positive communication within your team and across the company's network.

Quality, Health, Safety and Environment

- Champion company core values, mission statement and positive SHEQ behaviours at all times. Continuously embed these in the team.
- Ensure all team members are familiar with and adhere to policies/standards, systems of work, standards and local/international laws and regulations, so work is delivered safely and compliantly.
- Proactively identify opportunities for improvement. Implement agreed strategies and initiatives for increasing efficiencies, productivity, and customer satisfaction.
- Ensure all necessary administration and records required are completed accurately and in a timely manner, in line with relevant Company procedures and guidelines.
- Ensure confidentiality is maintained and observe data protection and associated guidelines.

Financial

- Continuously monitor and analyse sales performance metrics, providing reports to the Sales Director on sales performance and forecasts, to agreed frequencies and formats. Make data-driven decisions to improve results.
- Ensure your team continually operates in an efficient, effective, and responsible manner to achieve goals and targets, actively seeking ways to avoid or reduce waste/cost.

The main responsibilities are outlined above but this not a definitive list and other tasks / activities may be necessary commensurate with this role, and as Company's commercial activities require.

2. KNOWLEDGE

Information, facts, and practical understanding of required subject areas for role

- Commercial acumen with a proven knowledge of the sales cycle from conception to delivery, and principles and methods for driving profitable growth in a rental (and sales) orientated business.
- Leadership and management principles to motivate, manage, develop a high performing team
- A good understanding the key elements associated with Water and Wastewater treatment and applicable design standards.
- A good understanding of industrial process and industrial water treatment considerations
- Strong understanding of UK water / environmental legislation, directives, and framework.
- Strong understanding of competitors and other water treatment technologies within the market.
- Understanding route to markets of products (such as Mogden formula).

3. SKILLS

Areas of ability and task or activity competency to perform role successfully

- Proven leadership and team management skills.
- Excellent communication, negotiation, and presentation skills to understand, interpret & respond to client needs and able to adapt style to suit target audience.
- Strong planning and organising skills, able to ensure efficient and effective daily time management of self and team.
- Good interpersonal skills to foster positive, collaborative, and productive working relationships.
- Excellent analytical, data interpretation, and technical skills to identify project / client needs.

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- Competent in the use of Office 365 notably Excel, Word, PowerPoint, Microsoft Dynamics CRM, (Visio desirable) and management of sales performance metrics.
- Uses initiative, good commercial acumen and critical thinking skills for effective problem solving and sound judgement for decision-making.

4. EXPERIENCE AND CERTIFICATIONS

Level of time, involvement in, training and/or exposure to gain required experience in the role and or/subject area, and evidence of this

- Degree qualified or equivalent (preferred) with relevant technical/engineering sectors to water industry and proven experience in the UK industrial sector.
- Demonstrable experience in a leadership role, sales management, and team management.
- Extensive experience in technical, consultative or specification sales, with demonstrated ability to manage and grow key accounts and long-term client relationship management.
- Proven track record of delivering product/ service sales.
- Technical competency in the application of the relevant industry with design or operational experience and understanding of standards / legislations.
- A full UK driving licence

5. PERSONAL QUALITIES AND EFFECTIVENESS

General disposition / personal characteristics, work ethic, and moral values.

- Safety comes first and acts with integrity and honesty
- High level professionalism; a leadership role model for others.
- Forward thinking, results-driven, with a proactive approach to achieving targets and client satisfaction.
- Ability to work independently and as part of a collaborative team. Adaptable and flexible to support the business.
- Confident, approachable, able to learn quickly and proactively develops self.
- Comfortable working in a fast-paced, sometimes pressurised environment and some unsocial hours.
- Environmentally conscious with a desire to make a difference.
- Willingness to travel both overseas and within the UK.