

## **Area Sales Leader duties and responsibilities**

Area Sales Leader – Supporting our existing customer base and growing our business.

As an established, respected and growing business, part of a global organisation and brand, we are now recruiting for an Area Sales Leader to join our UK team to drive sales, expand our customer base in existing and new markets and to drive rapid sustainable growth. With a working knowledge and/or experience of the electrical heat tracing market, you will have exposure to those Power, Oil and Gas, industrial, distributor and electrical OEM accounts at the core of our business. Reporting to the Managing Director and starting from a solid base you will develop the business and grow sales at a double-digit sustainable rate. The ideal candidate will have proven sales experience, excellent interpersonal and customer-facing skills, be team orientated and act as an advocate for our Eltherm global brand, both internally and externally.

In this role the successful candidate will work with, and support, the existing UK sales team of 2, building a defined pipeline of opportunities. The Area Sales Leader will be accountable for their sales metrics and reporting and will be expected to meet sales budget year on year. We offer a comprehensive benefits package with a performance related annual bonus and the opportunity for professional growth and broader team management role in the future, based on results.

The correct individual for this role will be experienced in the sector and want to grow and thrive while exceeding their targets and contributing to the company's success. The successful candidate should have a can-do attitude with the ability to drive enquiries from technical specification through to closing orders. Outside-the-box thinking with a flair for developing long term business relationships would be a distinct advantage.

### **Qualifications required for the role.**

- Bachelor's degree/Equivalent in an Engineering discipline.
- Min 5+ years of experience in the Trace Heating/Electrical Engineering sector.
- Strong oral and written communication skills.
- Proven ability to work within and a small customer-focused team.
- Results-orientated with strong analytical skills
- Operational understanding of sales reporting systems and Sales Pipeline management.
- Experience of closing deals in a timely manner.
- Ability to identify opportunities for sales improvement.

## **Objectives and responsibilities of the role**

- Drive profitable growth. Meet sales and forecast budget expectations.
- Represent the brand in a professional manner that results in repeat business.
- Identify and capture new opportunities and sectors for growth.
- Manage own time constructively and follow up with detailed customer visit/engagement plans.
- Provide detailed regular reporting to the Managing Director
- Engage with customers to understand their needs and influence their buying decisions.
- Provide updates to the team on monthly targets and progress.
- Get up to speed and apply in-depth knowledge of products and services to answer customer questions and determine appropriate approach.
- To develop sales in new Power, O and G and Industrial sectors and to actively seek new customers.
- To promote the companies technical capabilities in Trace Heating Projects and the package of complete solutions available.
- To be an active and positive member of the sales team
- To build understanding of our markets, the industries and the processes in which our products and services are used.
- To ensure that the marketing/sales database is kept up to date.
- Maximise the return from existing customers.
- To plan, communicate and execute achievable sales visits programme.
- Attend exhibitions and other functions as required by the company.

## **Required skills.**

- A history of successful sales lead generation, capture and close.
- Outstanding interpersonal and customer-service skills.
- Excellent time management skills.
- Solid understanding of contract commercial terms.
- Good business acumen and sense of ethics.
- Excellent problem-solving skill.
- Ability to work independently while contributing and leading the team's efforts.

- Willingness to travel throughout the UK and high degree of flexibility.

**Package.**

- Base Salary up to £45k per annum, negotiable dependant on experience.
- Car allowance £450/month.
- Discretionary Bonus based on individual and Company performance.
- Health and Dental insurance for self.
- Contributory Pension scheme with Company contribution.
- Business tools; company laptop and mobile phone.
- Location split Office: UK Midlands base /Home Office /Travel in region and to Newbury.  
Occasional travel to HQ in Germany.
- Probation period of 3 months.