

# Job Specification



<b>Post Title</b>	Sales Manager - Precision	<b>Dept:</b>	Sales
<b>Reporting To</b>	Sales & Technical Director		
<b>Purpose</b>	<ul style="list-style-type: none"> <li>• Deliver sales growth through business development from new and existing customers.</li> <li>• Identify and promote the group capabilities to sell as individual or integrated opportunities.</li> <li>• Find and connect with new and existing customers to deliver short term, medium term and long term sales targets</li> <li>• Understand the organisational vision, values, and strategic goals.</li> <li>• Builds key customer relationships, identify business opportunities, negotiate and close business deals and maintain extensive knowledge of current market conditions.</li> <li>• Work in collaboration with the internal team, marketing staff, and other key team members to increase sales opportunities and thereby maximise revenue.</li> <li>• Support managing customer relationships through contact, face to face and networking opportunities, site visits and ensuring they stay satisfied and positive.</li> </ul>		
<b>Core Activities</b>	<p><b>Client Retention</b></p> <ul style="list-style-type: none"> <li>• Present CBE+ group capabilities and introduce new products and services enhancing existing relationships.</li> <li>• Work with technical staff and other internal colleagues to ensure we exceed customer expectations.</li> <li>• Arrange and participate in internal and external client communications where relevant.</li> </ul> <p><b>Business Development Planning</b></p> <ul style="list-style-type: none"> <li>• Attend industry functions, such as association events and conferences, and provide feedback and information on new prospects, market and creative trends to target new opportunities.</li> <li>• Present business trends with a view to developing new services, products, and distribution channels maximising CBE+ potential to deliver growth.</li> <li>• Identify and execute opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.</li> <li>• Using knowledge of the market and competitors, identify and develop the company’s unique selling propositions and differentiators to bring in new business.</li> </ul> <p><b>Management and Research</b></p> <ul style="list-style-type: none"> <li>• Submit weekly progress reports.</li> <li>• Ensure that data is accurately entered and managed within the company’s CRM or other sales management system.</li> <li>• Forecast sales targets and ensure they are met.</li> <li>• Track and record activity on accounts and help to close deals to meet these targets.</li> <li>• Work with the production team to ensure that prerequisites such as prequalification, audits and approvals are fulfilled within a timely manner</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Present business development training, mentoring and high level of communication to the internal team.</li> <li>• Understand the team and business capabilities, strengths and attributes and use them to deliver the growth strategy.</li> <li>• Ensure budget and forecast are tracked and accurate.</li> <li>• Maintain CRM, ensuring date is accurate and current.</li> </ul>
<p><b>Other Responsibilities</b></p>	<ul style="list-style-type: none"> <li>• Health &amp; Safety – Ensure the H&amp;S policies are maintained, managed &amp; controlled throughout the business.</li> <li>• Quality – Support the effective management &amp; implementation of the QMS system throughout the businesses.</li> </ul>
<p><b>Key Responsibilities</b></p>	<ul style="list-style-type: none"> <li>• Prospect for potential new clients and turn this into increased business.</li> <li>• Cold call as appropriate within market sectors or geographic area to ensure a robust increasing pipeline of opportunities.</li> <li>• Meet potential clients by growing, maintaining, and leveraging your network.</li> <li>• Identify potential clients, and the decision makers within the client organisation</li> <li>• Research and build relationships with new clients.</li> <li>• Set up meetings between client decision makers and company’s practice leaders/Principals.</li> <li>• Plan approaches and pitches. Work with team to develop proposals that meets the client’s needs, specifications, concerns, and objectives.</li> <li>• Participate in pricing the solution/service.</li> <li>• Handle objections by clarifying, emphasising agreements and working through differences to a positive conclusion.</li> <li>• Present an image that mirrors that of the business, emphasising its ethics, core values and behaviours.</li> <li>• Collaborate with the production teams to ensure delivering gross margins in excess of 40% are achieved.</li> </ul>
<p><b>Preferred Experience</b></p>	<p><b>Education</b></p> <ul style="list-style-type: none"> <li>• Industry &amp; network knowledge.</li> <li>• Sales and marketing experience.</li> </ul> <p><b>Other Skills and Qualifications</b></p> <ul style="list-style-type: none"> <li>• Personable, professional, ethical, works on own initiative but can be involved in the team when required.</li> <li>• Networking, Persuasion, Prospecting, Public Speaking, Research, Writing, Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Market Knowledge, Meeting Sales Goals, CRM, and Microsoft Office.</li> </ul>

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<b>Person</b>	<ul style="list-style-type: none"><li>• Ambitious</li><li>• Organised</li><li>• Structured</li><li>• Ability to manage and control areas where necessary</li><li>• Key people skills and the ability to integrate with other departments where necessary</li><li>• Ability to be able to communicate effectively</li><li>• Flexible and able to meet key deadlines and targets</li></ul>
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