

Job Description

Position – Services Sales Manager

Reporting to - Services Development Manager

Responsible for – Direct Sales (targeted 2016 sales volume of £5m)

Purpose / Role

The Services Sales Manager will be the face of Service sales to existing and new customers.

The Services Sales Manager will be responsible for specific order intake targets, managing the Service sales process, pipeline and allocated key accounts, and driving sales activities in line with strategy and to exceed targets.

The Service Sales Manager will demonstrate behaviours which uphold the company's core values.

Key Aims and Objectives

- Achieve in year uplift of sales order intake
- Manage existing and secure new client relations
- Proactively target and compete to win business from competitors
- Pursue sales opportunities to successful closure
- Meet sales and profit targets
- Own sales process and materials
- Report on opportunities and sales progress
- Work closely with other functions within Services business unit

Prime Role and Duties

- Focus on developing short term sales opportunities, and close these expediently.
- Manage clients and key accounts to ensure customer needs are being satisfied and value is being maximised
- Develop relationships with potential customers and actively pursue opportunities to expand the business
- Manage the sales process to ensure customer enquiries are organised and responded to in an efficient and timely manner to maximise the potential of sales
- In conjunction with the Services Development Manager develop a competitive, business winning, sales strategy

- Accountable for proposal content to ensure they reflect correct costs, have appropriate commercial terms (through liaison with the commercial department) and are appropriately approved
- Conduct negotiations with customers with support from the Commercial department and seek win-win outcome
- Work with regional offices to maximise sales potential overseas
- Liaise with Engineering and Operations to ensure the feasibility and accuracy of the technical specification and delivery offered in proposals
- Proactively gather and provide feedback to the business to guide the development of new product, services or business models
- Significant UK travel and some global travel will be required to fulfil this role

Allied Occasional Duties

- Attend trade shows and conferences
- Provide customer communication and expectation management support to after sales activity
- Assist with business development opportunities with other Business Units

Key Internal Interfaces


- Engineering Services Manager
- Other Services Managers
 - Customer support
 - Engineering
 - Regional offices
 - Marketing

Core Competences

- Proven sales capability in an appropriate engineering or service based environment
- Degree qualified (or equivalent experience)
- People skills
- Articulate with excellent written communication skills
- Understanding of commercial contracts
- Technical understanding of complex products encompassing a number of engineering disciplines
- Organised and proficient in Microsoft office and CRM packages

Personal Qualities

- Personal energy with an appetite for more success
- Resilient personality, desire to achieve

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- Track record of delivering growth in competitive markets
 - Personal integrity & credibility
 - Calibrated customer & competitor insights
 - Relevant & mature professional network
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