

JOB DESCRIPTION

Job Title:	Regional Sales Manager (Ulster & Leinster)
Department:	Sales, Lubricants
Responsible to:	General Manager
Location:	Santry, Dublin 9.
Main Purpose of Job:	<p>Reporting to the General Manager, the Regional Sales Manager is responsible for the achievement of agreed sales targets for the territory as set out by the General Manager and for reviewing on a monthly basis Sales Performance versus Target and to take corrective action to ensure targets are met. Also, responsible for technical support on the range of products supplied to the customer base.</p> <p>All duties to be completed to the standard of excellence that characterises our Company and always delivering excellence to support growth and business retention.</p>

KEY OBJECTIVES:

- Identify and develop opportunities for new business with potential customers and markets.
- Develop a network of Authorised Distributors.
- Design and implementation of marketing campaigns.
- Support our brand values, technical advantages and sales programme propositions in a competitive market to meet individual and sales targets.
- To make market observation and evaluation to stay current on market needs, requirements, and trends.
- Develop a comprehensive knowledge of the product strategy, technical advantages and marketing programmes.
- Provide full technical support advice and recommendations to customers on lubricant and lubrication issues.
- Use value selling methodology.
- Gather, consolidate, and analyse information about competitive products and competitor activity.
- Actively promote and maximise brand awareness by implementation of marketing initiatives specific to your individual client needs.
- Undertake regular account reviews of customers and employ pro-active methods to increase sales volumes.

- To ensure both customer and company needs are met at all times through effective management of client interactions whilst adhering to company policy and procedures.

KEY RESPONSIBILITIES.

Main Duties

- Identify and acquire new business in your area to build market share.
- Prepare and submit new account proposals to Senior Management for consideration.
- Achievement of agreed sales targets as agreed with the General Manager.
- Monitor and review sales performance and act to ensure targets are achieved.
- Create and implement tactical promotions in conjunction with the Marketing Department as necessary.
- Maintain efficient administrative procedures and management information controls to enable effective management of customer base always.
- Monitor and evaluate competitor activities and practices and keep Senior Management informed on any developments.
- Prepare reports and analysis of your area - provide weekly reports to the General Manager.
- Attend and participate in sales meetings, trade shows and other activities as directed.
- Attend training programmes as identified.
- To actively live the brand values and engage others to do the same.

General Other Duties

- Ensure awareness and responsibility for any internal requirements.
- Complete all documentation relating to the role in the Company.
- Comply with and ensure compliance to Company policies at all times.
- Comply with all relevant legislation relevant to your area of work.
- Observe a professional manner at all times, representing the ethos and values of the Company.
- Develop strong working relationships across all departments within the Company.
- Contribute towards the efficient and effective delivery of services.
- Carry out all reasonable tasks and requests as assigned by members of the Management team including the Manager.

KEY REQUIREMENTS:

- Experience in B2B Technical/Solution Sales, Account Management and Business Development.
- Strong demonstrable value and consultative selling skills.
- Capable of identifying and developing new business opportunities in the region.
- Previous knowledge and experience of operating in this sector.
- Experience of working with a premium brand lubricant/relevant production in the sector.
- Experience in the lubricants, greases, or oil industry, is highly desirable or alternatively a background in mechanical or industrial engineering, would be an advantage.
- Able to understand commercial opportunities and have the ability to negotiate to close.
- A motivated and driven personality, a proactive self-starter with the appreciation of working with a premium brand product.
- A solutions finder with entrepreneurial flair who is willing to take the initiative.
- Confident communicator and presenter at all levels who interacts well with colleagues and customers.
- Experience of selling high end niche products.
- A knowledge/appreciation of lubricant formulation and applications is a distinct advantage.
- Highly effective time management, administrative and organisational skills.
- A flexible approach to work and business travel.
- Computer literacy is essential and a competent user of all Microsoft programmes.
- Enthusiastic and embraces opportunities with positive “can-do” attitude.

DIVERSITY:

We are proud to be an equal opportunity employer. Creating an inclusive culture where all our people achieve their potential is fundamental to our business.

CORE VALUES

All employees will be expected to demonstrate commitment and understanding of our core values that are in place. The expectation of the Company is that our people will act according to these values at all times during the course of their employment.