
COMMERCIAL SALES MANAGER

Full Time

Market Harborough

SUMMARY

In this newly created strategic Commercial Sales Manager position, you will be the key player in driving the Sales and Marketing areas of the business and will be involved in shaping the business and its future. As the Commercial Sales Manager you will be responsible for ensuring the business meets its ambitious growth targets.

You will strategically drive teams of Account Managers, New business, Unified Sales and Marketing consisting of 5 direct reports and a full team of circa 30 ensuring that optimal results are achieved through increased sales performance.

Working directly for the Operations Director and Finance Director, you will enhance reporting processes and procedures to ensure revenues are maximised and customers receive a best in class service offering.

KEY RESPONSIBILITIES

- Develop and implement the sales strategy and plan to achieve company growth targets.
- Develop and implement new procedures and processes to encourage improved working practices, including forecasting, performance activities margin management and an enhanced CRM programme.
- Define with the Finance Director the KPI's of Sales & Marketing
- Ensure full collaboration between the customer, sales, solutions and marketing teams to convert new product opportunities.
- Work in collaboration with the HR Manager to review the sales team's skill potential and manage its development.
- Implement a variety of new business initiatives to drive sales and continually motivate the sales team.
- Build and maintain relationships with key customers and establish yourself as an industry professional.
- Ensure that the service quality and product offering is consistently best in class.
- Work in close collaboration with the wider operations teams.
- Managing the marketing team, define and monitor the operational marketing activities
- Ensure the marketing function provides compelling marketing support to the sales team.

PERSONAL ATTRIBUTES

- Ideally you will have experience of owning the development and implementation of the sales strategy in an SME, B2B environment.
- You will need experience of selling physical products and value added service solutions.
- You will have significant experience of managing sales teams to deliver outstanding communications skills.
- Experience of managing a marketing team in supporting the development of a sales strategy, experience of building successful teams, thorough understanding of a KPI driven sales environment and in depth knowledge of working within a growing business.
- Possesses an abundance of emotional and commercial intelligence.
- Demonstrable ability to solve problems, through to resolution.
- Have a hands on approach and be prepared to get into the detail as and when needed
- IT or telephony experience is desirable
- Strong communication, time management and organisational competencies are necessary to maintain customer satisfaction
- Succinct analytical skills to identify customer needs and be able to propose a solution of benefit to the customer
- Demonstrating knowledge, skills, good judgement, and integrity in doing your job
- Listen and provide solutions diligently and promptly
- Be answerable and responsible for your decisions and actions
- Serve with motivation and dedication
- Ability to work within a team to achieve a common goal
- Be creative and go the extra mile to deliver results
- Be humble and polite
- Provide a quality and efficient service to our customers

DISCLAIMER

Please note that this job description is not an exhaustive or comprehensive list of all possible job responsibilities, tasks and duties. If your application is successful, the responsibilities, tasks and duties of Welcomm might differ from those outlined in the job description, and that other duties, as assigned, might be part of the job.