

Job Description

Job Title: Group Sales Manager – Sales Director Designate.
Responsible To: Group Sales Director.
Location: Home Office/ Head office based (with national coverage).
Hours of Duty: 45 hours plus (in-line with the seniority and needs of the position).
Name of Post Holder: TBC

Role Summary: Drive national sales through delivering new business volumes. Meet and exceed the group new business sales target by effectively managing, supporting and motivating the Field sales team comprising of Junior Sales Executives, Sales Executives and Senior Sales Executives (SE), and by delivering new business wins from personal target operators.

Key areas of responsibility:

- Daily management of the Prohire field Sales Executive team to ensure that they/ the group achieves set sales targets to include ensuring that an effective sales territory coverage plan and contact strategy is in place.
- Either where the 'Sales Executive(s)' reports directly to the GSM, or where the SE are branch based and have a dotted reporting line to the Branch Sales Manager ensure that sales and activity targets are achieved.
- Ensure that all Prohire products are promoted and sold by every SE, i.e. Contract Hire, Rental, FleetLogic Accident Management and Fleet Services including R&M, Compliance and Fleet Management.
- Ensure that each SE has a clearly defined objectives and targets.
- Closely monitor SE activity levels required to achieve target, i.e. 'Face to face', Appointments, Cold calls/ Spots, Follow-up calls by phone/ in-person, Quotations, Deal closure. Where a SE is falling short of activity/ performance standards take the appropriate corrective actions to include a disciplinary path if necessary, as the business adopts a 'zero-tolerance' to below target performance levels.
- To ensure that every SE uses (and the NSM personally uses) the Credit check process, ProsPect and QuickQuote for all activity recording and quotations.
- Assist in the development and mentoring of the SE's by leading the Prohire Sales Academy, i.e. ProCademy. The Prohire board are totally 'invested' in developing and training their own sales team who adopt and practice the 'Prohire Way', i.e. by taking a trusted adviser and consultative approach to everything they communicate to customers and prospects.
- Personally develop 'own' target accounts whilst ensuring that the SE's are fully supported at all times.
- Maintain and update a 'sales pipeline database' for the SE team ensuring that the defined annual sales target is achieved and that there are sufficient prospects to deliver the required ongoing 'year on year' business growth.
- To develop and deliver a Sales PDI (Personal Development Initiative) for the SE team with clearly identified and measurable objectives.
- To keep abreast of all market innovations and changes in legislation thus ensuring that both you the NSM, and the SE team 'set' the standard within the Contract Hire and Rental sector.
- Use the company IPDR (Individual Personal Development Plan) for all direct reports to ensure there is total clarity of performance expectations to include a formal annual review and periodic reviews performed throughout each business year.
- To keep the business informed of competitor activity and strategy that could be viewed as an opportunity or indeed a threat. To include price positioning and market tactics.
- Hold daily/ weekly sales conference calls with the sales team to drive pace, focus and secure business wins.

- To work closely with the Marketing Team on proactive marketing initiatives that will increase the number of leads generated and deals secured.
- Personally use/ ensure that the SE team use all appropriate forms of social media i.e. Linked-In to extend the reach of the Prohire brand and to generate sales opportunities.
- Ensure that the relevant processes are adopted so that the Asset team and other internal functions can successfully 'on-board' new customers and 'new vehicle deliveries' in a timely and accurate manner.
- As part of the Senior Management team take a proactive and professional approach to helping to drive the business forward to include compiling and presenting a formal monthly report at the monthly Senior Management meeting which will also be viewed and discussed at the monthly board meetings.
- Ensure that no 'service commitments' are entered into outside of the agreed standard without the prior approval of a main board director(s).
- Not to be distracted by unnecessary, non-sales focused demands unless directed by a board member as achieving the sales target and effectively managing the SE team is the absolute top priority.
- Ensure that the SE team operate in a cost-effective way, i.e. within agreed financial budget(s) to include monitoring and approving SE monthly expenses in line with the company expense policy.
- Perform any other reasonable duties as called upon by the board to include deputizing for the GSD on a 'needs' basis.
- Prepare and present a monthly sales report for Exco/ Board review to include but not limited to Order intake, Performance against target, Sales pipe-line and status report, Team appraisal and ProCademy status.

General Responsibilities:

1. Be a great team leader and ambassador for the business.
2. Prioritise workloads on a daily basis to be ahead of the curve.
3. Effectively manage time to ensure workload remains up to date.
4. Daily communication with the SE team so that they are fully supported.
5. Excellent customer communication and administration at all times.
6. Courteous, helpful and professional interpersonal and telephone manner with customers, colleagues and suppliers.
7. Take absolute pride in everything you do to deliver excellence and customer intimacy.
8. Use competent and sound commercial acumen and initiative on all occasion organising workload and resources.
9. Total confidentiality.

Internal Key Relationships:

- Board Directors, Senior Managers and all internal colleagues.
- Asset, Marketing, Finance, Rental and Operations functions.
- All other colleagues within the business.

External Key Relationships:

- Commercial vehicle operators where the Prohire product offering will appeal and get 'buy-in' (Rarely does something we offer not identify/ generate a need).
- Existing customers to deliver business growth and business referrals.
- Industry sources including trade associations to increase personal knowledge, confidence and stature.
- Vehicle suppliers, body-builders and ancillary equipment manufacturers/ agents.
- Anyone that may act as a 'lead source' or 'ambassador' for our products and services.

Group Sales Manager
Person Specification

Requirements	Essential	Desirable
Education, qualifications, and experience	Minimum 5 years Technical Sales/ Account Management experience in the Commercial vehicle or a technical/ innovation sector. Demonstrable sales and sales leadership and personal sales success/ achievement (supported by references).	'A' Level/ Degree educated, or proven professional development within Sales Management.
Skills, ability, and knowledge	A robust customer 'commercial vehicle operator' contact database to guarantee personal and team success. Proven negotiation and presentation skills. Industry related knowledge i.e. vehicles, capital equipment or fleet management.	Contract Hire, leasing or rental knowledge. Commercial vehicle knowledge. Marketing knowledge. Legislation knowledge within the overall sector (specific to the safe and compliant transport of goods).
Personal Qualities	Success driven dynamic individual, Go-getter, Personable. Professional appearance at all times. Innovative/ intuitive thinker. Someone that people instantly relate to and respect (gravitas). Willingness to learn. Not afraid to make decisions and to learn from mistakes or failure (lost orders). Conscientious. Team player.	

Signed:
 (Post Holder)

Date:

Signed:
 (Director)

Date: