

Job Description

Job Title:	Branch Sales Manager – Prohire South
Responsible to:	Group Sales Director
Location:	Prohire Limited, Eagle House, Tunbridge Wells, TN2 3EH
Direct reports:	Sales Executive(s), Rental team and drivers
Hours of Duty:	40
Name of Post Holder:	TBC

Main Purpose of Job:

Ongoing sales growth and customer retention through effective sales development and strategic account management of all designated customers across all business areas including Contract Hire (ICE and BEV), Rental and ProFleet product lines.

Responsibility for the achievement of personal business targets to include securing new-new business, new business from existing customers and achieving/ surpassing the forecast renewal target.

Delivery of 'industry leading' levels of sales related support to all customers.

Work with the Southern based Sales Executive(s) and Group Sales Manager supported by the Marketing function to develop sales initiatives to maximise business opportunities within the Prohire South sales territory.

In conjunction with the Assistant Branch Manager drive Contract Hire and Rental sales within the Branch territory.

Report on the Prohire South 'Development plan' and submit a weekly Branch performance 'snapshot' report covering all business areas, i.e., Rental Manager reports on all aspects of Rental and the General Sales Manager inputs sales related data, i.e., new enquiries, orders, rental deals secured.

Responsible for the Branch property and compliance, Health and Safety and Staff well-being.

Key Accountabilities:

General:

- Achieve and exceed personal sales targets a set at the beginning of each new financial year.
- Oversee through effective management of the onsite team, the safe and legal operation of all company assets including the maintenance and servicing of vehicles and any ancillary equipment.
- Ensure the security and maintenance of the Branch premises, buildings and equipment.
- Deliver and maintain high standard of visual appearance throughout the Branch and its premises.
- As the Senior manager on-site develop and maintain a high degree of motivation through effective communication and teamwork with Branch colleagues irrespective of reporting lines.
- Assist with the training and development of new and existing colleagues as requested by your Senior Management colleagues.
- Perform any duties which might reasonably be expected of this position but are not specifically mentioned above.

Branch Operations:

- In conjunction with the Rental Manager ensure that the companies' high standards of health and safety are met/ delivered at all times ensuring the safe operation of vehicles and any equipment.
- Input/propose to the Group Sales Manager and Rental Manager Prohire South rental requirements the future shape of the Prohire South rental fleet.

Sales:

- Achievement of personal New and Renewal business targets in line with the annual sales targets across all product sectors set by the business.
- Deal promptly and professionally with both new and existing customer enquiries including responding to quotation, early termination, renewal and extension requests.
- Maintain and grow share of customer wallet across all business revenue streams within the existing and future customer base.
- Retain existing customer base, i.e., units/ revenue/ margin as a result of delivering high levels of customer service.
- Proactively work on all customer renewal opportunities ensuring that renewals are dealt with well in advance taking into account industry lead and build times to avoid short term contract extensions unless as a result of unpredicted replacement vehicle lead times.
- Adopt a zero tolerance to any vehicle being 'out of contract'.
- Develop a strategic sales plan for new business development with the Prohire South sales territory which is to be reviewed on a monthly basis with the Group Sales Director/ Group Sales Manager and local Sales Executive(s) to ensure new business levels are achieved to include securing new accounts along with specific target products such as Battery Electric Vehicles, ProFleet.
- Mandatory updating of ProSpect for all customer contact.

Account Management Responsibilities:

1. Provide industry leading standards of Account Management to large 'fleet operators' within your customer portfolio, e.g., Kent Dairy Co., Pensworth Dairies etc.
2. Establish close working relationships based upon trust, professionalism and responsiveness with key decision makers and influencers to ensure ongoing business retention and business growth.
3. Ensure that all new contracts are implemented in a professional and timely manner and ensure that all internal colleagues fully understand the operational requirements of new customers being onboarded.
4. Conduct periodic review meetings with fleet operators to include the presentation of monthly management information and carrying out regular and planned Net Promoter Score surveys.
5. Review meetings to be minuted with actions distributed to both the customer and internal colleagues for follow-up to ensure optimum service delivery and customer satisfaction.
6. Deal with any Early termination requests in an effective manner calling upon the support of internal colleagues to respond to the customer in an efficient and timely manner.
7. Be the eyes of the business within all accounts and proactively report any area of concern that could affect business continuity.
8. To obtain a detailed appreciation of each customers requirements including contract and product enhancements which could add value to the customers fleet operation.
9. To respond to new vehicle requests from customers by following the correct internal procedures to include credit checks, requests for quotation and providing contract documentation.

10. To always act in a professional and diligent manner ensuring that all customer requests/ queries are responded to within practical time frames thus presenting Prohire that is responsive and cares about its customers.
11. Proactively manage renewal business to ensure replacement vehicles are delivered prior to the terminating vehicle termination date with zero tolerance to 'out of contract' vehicles being on fleet.
12. Ensure that your customers understand the benefits of using Prohire for Accident management and Rechargeable repairs, i.e., data capture, access to national parts agreements to deliver compliance to the customer, whilst delivering increased revenue to our business.

General Responsibilities:

1. Achieve Contract Hire and Rental Sales targets (Revenue, Margin and Volume)
2. Prioritize workloads on a daily basis.
3. Effectively manage time to ensure workload remains up to date and customer requirements are dealt with to their satisfaction.
4. Excellent customer communication and administration at all times.
5. Courteous, helpful and professional interpersonal and telephone manner with customers, colleague and suppliers.
6. Take absolute pride in everything you do to deliver excellence and customer intimacy.
7. Use competent and sound commercial acumen and initiative on all occasion organising workload and resources.
8. Be an ambassador for Prohire.
9. Total confidentiality.

Internal and External Relationships

- Internal: Branch colleagues, Group Directors, Senior Managers, Head Office departments
- External: Customers, potential customers, contractors, vehicle maintenance and servicing providers, and the local community.

Prohire South General Sales Manager
Person Specification

Requirements	Essential	Desirable
Education, qualifications, and experience	<ul style="list-style-type: none"> • 5 years + experience in a similar environment • Experience of achieving sales and margin targets • Experience of working in a customer focused environment 	<ul style="list-style-type: none"> • Experience of Health and Safety management
Skills, ability, and knowledge	<ul style="list-style-type: none"> • Good IT skills (Word, Excel, PowerPoint etc.) • Commercial vehicle knowledge • Excellent interpersonal and communication skills • Ability to deal constructively with conflict/challenges • Ability to develop good working relationships with employees/customers on all levels • Excellent time management • Excellent customer orientation 	<ul style="list-style-type: none"> • Up to date knowledge of vehicle legislation, including any planned changes
Personal Qualities	<ul style="list-style-type: none"> • Flexible and adaptable to the needs of the branch, and wider business • Calm under pressure • Good attention to detail • Attentive and responsive • Innovative mind 	

Signed:
(Post Holder)

Date:

Signed:
(Director)

Date: