# Regional Sales Manager

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| Brand:Report To: | Matthew Clark  Sales Director | Job Family:Sub Family: | Sales  Sales |

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| Purpose |
| * To achieve budgeted GP and Distribution targets through the leadership of a team of ASMs * Work with Key Account Director, CPM and RSM peers to deliver a robust regional plan, including individual business plans and objectives for Key Existing and Prospect Customers * Implement agreed standards & ways of working and lead by example * Develop direct reports to their full potential through effective objective setting & review and PDP |
| Core Accountabilities |
| * To design and implement a Personal Development Plan for each direct report – Linked to RBU and Company Succession Plans * To network within the RBUs, key customers and prospects to raise the profile of MC. * Develop and implement a successful prospecting plan liaising with the Ket Account Director * To ensure, through direct reports the effective implementation of the RBU plan to deliver the RBU growth strategy and ensure its communication and implementation * Work in partnership with key suppliers to ensure growth strategy and objectives are delivered * To maintain effective communication between Depot functions * To liaise with KAM’s to ensure effective coverage of Consortia accounts in line with Consortia Plans and Objectives * To maintain and authorise where necessary a profitable Investment strategy in respect of Pricing, Capital Equipment, Contracted Retrospective Discounts, Listing Fees etc to all accounts * To manage customer Credit Terms and Debt in line with Company expectations * To select, develop and sustain a highly motivated and coordinated independent team where standards of performance, clarity of objectives and measurement criteria under pin both commercial and customer service requirements * Have strong understanding of competitor strengths & weaknesses * To be an ambassador for Company HR standards and to ensure that these are strongly embedded throughout the team * With the support of HR to ensure that all formal disciplinary and capability procedures are adhered to * To have a robust reporting and monitoring systems in place for absence and performance management, taking appropriate corrective action as and when required   KPIs   * Profit and Distribution Targets * New Business Targets * Dynamic Prospect Data Base * Support Training & Development |
| Key Relationships |
| Internal   * SD * KAD * Depot Managers * KAMs * WDS * Head Office Functions * Depot Functions   External   * IFT Customers * Key Suppliers |
| Experience, Skills and Knowledge |
| People management experience  Significant Account Management experience. |
| Qualifications & Education |
| * Degree Desirable * WSET Level 3 * Full clean Driving Licence |