# Regional Sales Manager

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| Brand: Report To:  | Matthew ClarkSales Director | Job Family:Sub Family:  | SalesSales  |

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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
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| 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
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| Key Relationships  |
| Internal * SD
* KAD
* Depot Managers
* KAMs
* WDS
* Head Office Functions
* Depot Functions

External* IFT Customers
* Key Suppliers
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| Experience, Skills and Knowledge  |
| People management experience Significant Account Management experience.  |
| Qualifications & Education |
| * Degree Desirable
* WSET Level 3
* Full clean Driving Licence
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