

## Job Specification

<b>Position</b>	Group Sales Manager
<b>Reporting to</b>	Managing Director
<b>Purpose of Role</b>	<p>The Brigade Group saves lives by providing commercial vehicle and mobile machinery drivers with visibility and warning of people, cyclists, other vehicles and objects in blind spots around their vehicle.</p> <p>It does this on a global basis, through 9 subsidiary companies in North America and Europe, plus a well-established network of independent distribution partners around the world.</p> <p>The current Group Sales Director is approaching retirement, so there is a need to recruit a Group Sales Manager to take over this function – and help to maintain the Company’s long track record of doubling sales every 5 years.</p>
<b>Key Attributes:</b>	<p>The successful candidate:</p> <ul style="list-style-type: none"> <li>• Will be able to demonstrate a keen understanding of the principles and practices of sales management – and to have a proven track record in this respect.</li> <li>• Will have a sound understanding of marketing principles and practices and be able to demonstrate success in bringing sales and marketing together for maximum effectiveness.</li> <li>• Will have an innovative and pioneering streak, as well as an analytical approach, using a combination of these to identify opportunities for growth.</li> <li>• Will be able to achieve results through others.</li> <li>• Will have a thirst for growth, and a keen eye on pace.</li> </ul>
<b>Key Responsibilities</b>	<p>The successful candidate will:</p> <ul style="list-style-type: none"> <li>• Be a member of the Group Management Team</li> <li>• Have overall responsibility for the Group’s sales and gross profit performance and achievement of sales and gross profit targets.</li> <li>• Lead and manage the sales function throughout the Brigade Group;</li> </ul>

	<ul style="list-style-type: none"> <li>• Lead and directly manage the Group export sales team.</li> <li>• Lead and indirectly (matrix dotted line reporting) manage the Group subsidiaries' sales teams.</li> <li>• Recruit, lead, coach, guide and develop talent and skills in the sales teams.</li> <li>• In the fullness of time, line manage some of the subsidiary CEOs.</li> <li>• Develop positive relationships with clients/customers</li> <li>• Seek out and report on business opportunities in target markets Represent the business at conferences and trade fairs, including presentations and public speaking as required</li> <li>• Identify new application and/or new product development opportunities. Participate in annual business strategy review and planning. Participate in annual business budget planning, including the setting of company sales and profit targets. Report to senior management and Directors/the Board on sales performance and related matters</li> </ul>
<p><b>Key Tasks, but not limited to</b></p>	<p>Development, writing and execution of sales plans that are 'joined up' with marketing plans to:</p> <ol style="list-style-type: none"> <li>a) Meet Group targets for sales and profitability.</li> <li>b) Maximise sales in all industry and customer groups (market segments) identified as targets in the company's strategic business plan.</li> <li>c) Maximise sales by product group and achieve targets by product group and/or specific product(s)</li> </ol> <p>In the case of subsidiaries, coach and manage the development, writing and execution of the above-mentioned sales plans.</p> <p>Take responsibility for:</p> <ol style="list-style-type: none"> <li>a) Prices and price lists throughout the Group.</li> <li>b) Ensuring that self and sales teams thoroughly understand the technical, functional, operational and performance aspects of all the company's products.</li> <li>c) Ensuring that self and sales teams thoroughly understand the correct/recommended application for all the company's products (e.g. suitability for which vehicle/machine types, and which environments and typical industries)</li> <li>d) Ensuring that self and sales teams thoroughly understand and use IT and other sales assistance systems and tools</li> <li>e) Implementing planned sales activities and meeting sales and profit targets.</li> <li>f) Maintenance of accurate and up-to-date records of customer interactions and progress through the sales process / pipeline via the</li> </ol>

	<p>company's CRM system.</p> <ul style="list-style-type: none"> <li>g) Promote the use of the company's CRM system, ensuring strict adherence to its completion by all sales staff</li> <li>h) Kick starting sales of all newly released products to meet or exceed sales levels forecast in the Business Case for these.</li> <li>i) Slow and zero moving stock (minimise/find ways to sell/retire).</li> </ul> <p>Reporting to senior management and Directors on KPIs (that indicate whether the sales process is being operated effectively and is achieving the results set forth in the sales plan), sales activities, sales results, and future sales predictors including pipeline reports.</p> <p>Recruiting direct reports and overseeing recruitment of indirect report sales team members.</p> <p>Leading, managing, training, coaching and motivating the sales teams in achievement of their goals.</p> <p>Develop new markets for the company's products in existing territories</p> <p>Develop new territories for the company's products overseas, either by subsidiary/joint ventures or distributors</p> <p>Play a leading part in New Product development proposals and plans, based on market demand, feedback, and research</p> <p>Establish sales objectives by forecasting and developing annual sales quotas for regions and territories, projecting expected sales volume and profit for existing and new products.</p> <p>Develop incentive schemes to encourage team members to give of their best.</p> <p>Ensure that sales teams are delivering desired results. Supervise them and track their performances through appropriate monitoring and reporting systems.</p> <p>Maintain and improve relations with key customers.</p> <p>Plan and manage sales resources according to agreed budgets.</p> <p>Participate in Management Team meetings</p> <p>Submit annual sales forecast for approval when requested</p> <p>Participate in annual pricing review and make decisions about price requests that</p>
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	<p>fall outside the company's standard pricing guidelines</p> <p>Develop and manage Team Induction Programme for new recruits and provide training as appropriate</p> <p>Review and recommend salary levels for sales staff</p> <p>Liaise with Marketing for literature/exhibitions/promotions</p>
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## Person Specification

Essential	Desirable
<p><b>Education and Training</b></p> <ol style="list-style-type: none"> <li>1 Degree level education or equivalent</li> <li>2 Business/Management qualification eg. MBA, ISM, CIM.</li> <li>3 Maths and English O-Level/GCSE at grade C or above</li> </ol>	<ol style="list-style-type: none"> <li>1. Professional training in strategic selling and negotiating skills</li> <li>2. Marketing qualification</li> <li>3.</li> </ol>
<p><b>Experience and Skills</b></p> <ol style="list-style-type: none"> <li>1 Consistently meeting financial targets and achieving sales growth</li> <li>2 Experience in managing and developing teams, both remotely and office-based staff of all abilities</li> <li>3 Strong project management skills</li> <li>4 5+ years of proven sales management skills.</li> <li>5 Track record of selling overseas.</li> <li>6 Successful use by self and team of a recognised CRM system.</li> <li>7 Excel – Intermediate or above</li> <li>8 Ability to understand and analyse company accounts</li> </ol>	<ol style="list-style-type: none"> <li>1. Experience or evidence of an aptitude for marketing and promotional work</li> <li>2. Understanding of commercial vehicle electronic systems market</li> <li>3. Previously run or managed a business</li> </ol>
<p><b>Personality and Motivation</b></p> <ol style="list-style-type: none"> <li>1. Self-motivated and takes responsibility for own work</li> <li>2. Ability to work to targets</li> <li>3. Ability to work to tight deadlines</li> <li>4. Ability to prioritise tasks and flexibility to multi-task</li> <li>5. Demonstrates initiative, enthusiasm and a positive approach</li> </ol>	
<p><b>Interpersonal Skills</b></p>	

<ol style="list-style-type: none"> <li>1 Excellent communication skills with the ability to express oneself easily with customers, management and colleagues</li> <li>2 Confident presenter to internal and external audiences</li> <li>3 Inspires trust and respect</li> <li>4 Helpful and approachable</li> </ol>	
<p><b>Communication &amp; language skills</b></p> <ol style="list-style-type: none"> <li>1 Excellent command of the English language, both written and spoken</li> </ol>	<p>Additional languages would be advantageous</p>
<p><b>Other requirements</b></p> <ol style="list-style-type: none"> <li>1. Innate time manager</li> <li>2. Able to work flexible hours as required</li> <li>3. Able to travel on a national and international basis as required</li> <li>4. Is in possession of a full UK driving license</li> </ol>	

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