

## Job Specification

<b>Position</b>	Export Sales Manager
<b>Reporting to</b>	Sales & Marketing Director
<b>The Company</b>	<p>Brigade Electronics, established in 1976, is at the pinnacle of commercial vehicle and mobile plant safety. A founder and innovator of sensing and monitoring systems that have helped save countless lives across the globe for over forty years.</p> <p>Whilst our portfolio can be emulated, our commitment to vehicle safety, our reliable, trusted products and our dedicated team of experts, cannot. We invest in people as well as technology. Everyone in the Brigade family understands the life-changing significance of the products and service we provide and the importance of outstanding systems that work in the most demanding of situations.</p> <p>The Brigade Group organisation is based in the UK and has subsidiary companies in the USA, Canada, Germany, France, Italy, The Netherlands and Poland, and selling in to over 80 countries world-wide via our National Distributor network.</p>
<b>Purpose of Role</b>	<p>Brigade Electronics provides a range of pioneering products to make commercial vehicles and mobile machinery safer and more efficient, with a strategy to increase worldwide sales.</p> <p>The Export Sales Manager (ESM) is a senior role responsible for planning, implementing and managing international growth strategies in all parts of the world where Brigade does not have a subsidiary company. It will therefore involve extensive overseas travel.</p> <p>This will typically involve appointing, managing and supporting national distribution networks, but will also involve direct sales to large fleet operators, working with vehicle manufacturers and tendering for large industry contracts from time-to-time. Whilst new opportunities across various industries are vital to growth this must be balanced against careful management of, and driving value from, existing customers.</p>

	<p>The position includes day-to-day management, motivation and guidance of the Export Business Development Managers (team of 5+) as well as the dedicated Customer Services team (team of 3).</p> <p>The candidate must be able to demonstrate the ability to speak at least one additional language other than English.</p>
<p><b>Key Responsibilities</b></p>	<ul style="list-style-type: none"> <li>• Department Management</li> <li>• Export Sales Planning, Development &amp; Growth</li> <li>• Customer Relationships</li> <li>• National Distributor Management</li> <li>• Sales Forecasting, Reporting &amp; Control</li> <li>• Ad hoc projects and other activities</li> </ul>
<p><b>Key Tasks, but not limited to</b></p>	<p><u>Departmental Management</u></p> <ul style="list-style-type: none"> <li>• Guide and mentor staff, demonstrating understanding of challenges and ability to assist.</li> <li>• Delegate and manage workloads to achieve maximum international territory coverage, whilst ensuring high level of customer support.</li> <li>• Develop and resource team as necessary in line with sales growth.</li> <li>• Set appropriate objectives for staff and manage performance against targets.</li> </ul> <p><u>Export Sales Planning, Development &amp; Growth</u></p> <ul style="list-style-type: none"> <li>• Own and develop the Export Sales strategy striking a balance between retention and new customer acquisition.</li> </ul>

- Develop and implement plans targeting new territories and/or market sectors with a focus on appointing proactive distribution partners.
- Before entering new territories, co-ordinate HQ teams to conduct an analysis of the new market to assess not only opportunity but also the challenges presented i.e. import restrictions and tariffs, local laws and customs, differing product requirements etc.
- Engage in the New Product Introduction process by providing suitable sales plans which ensure new products and technologies are given the best chance to succeed, including, but not limited to market / customer targeting and forecasts, sales training, product demonstrations, sales incentives and promotions. Support product launch reviews with relevant sales data and customer / market feedback.

Customer Relationships

- Individually, and via the Export team, own Brigade's relationship with its customers and prospects.
- Ensure regular customer contact whether via dedicated personal visits, manning the company's exhibition stands, attending conferences or office- based communication channels.
- Take personal responsibility for selected export accounts and ensure all accounts are managed appropriately by the team.
- Carefully manage individual customer pricing ensuring negotiated prices meet the companies wider pricing strategy and achieve targeted gross margins / profits.
- Act as key first point of contact for customers and take lead in co-ordinating and communicating responses from internal teams when issues arise.

National Distributor (ND) Management

- Understand existing ND network by region and existing relationships.
- Work to agree formal distribution contracts with each ND which outline scope of activities (territory, industry markets, product), service levels, pricing and sales expectations. Review on an annual basis or as necessary.
- Provide necessary commercial support, sales and product training to give ND best chance of success.
- Promote positive working relationships throughout the ND network.

	<p><u>Sales Forecasting, Reporting and Control</u></p> <ul style="list-style-type: none"> <li>• Deliver and provide rationale for export sales budgets in line with company's annual budget plan.</li> <li>• Monitor and report sales performance on an ongoing basis, re-forecasting where necessary. Ensure performance is communicated to all relevant stakeholders so that the business can plan and cope with changes against budget e.g. stock management.</li> <li>• Ensure use of CRM system to maintain accurate record of customer and prospect interactions, key activities, contracts and deliver pipeline reports.</li> <li>• Monitor and manage credit terms and payments, with extra vigilance for certain territories, assessing risk and acting accordingly.</li> </ul> <p><u>Ad hoc projects and other activities</u></p> <ul style="list-style-type: none"> <li>• Learn and thoroughly understand the products and services offered by the company and keep fully up to date in this respect. Company training will be given in this respect.</li> <li>• Assist and provide input to projects that require sales input from time to time (such as Brexit planning).</li> <li>• Contribute to company development by bringing opportunities to the attention of the Board of Directors.</li> </ul>
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### Person Specification

Essential	Desirable
<b>Education and Training</b>	

	Document title <b>Job Description - Export Sales Manager</b>		Page 4 of 8
	Revision no. 1	Issue Date October 2019	

	<ul style="list-style-type: none"> <li>• Candidate should be educated to Degree level.</li> <li>• Professional training in strategic selling and negotiating skills.</li> <li>• Professional training in field sales and territory management.</li> <li>• Experience of, or evidence of, an aptitude for marketing</li> <li>• Aptitude for technical understanding</li> </ul>
<p><b>Experience and Skills</b></p> <ul style="list-style-type: none"> <li>• Experience of running and managing an Export Sales Team.</li> <li>• Minimum 5 years technical sales experience in the commercial vehicle, plant, mining and/or mobile machinery markets, preferably in Export markets</li> <li>• Strategic selling to large organisations</li> <li>• Consistently meeting financial targets and achieving sales growth</li> <li>• A proven track record of innovation and success in territory sales</li> <li>• Working and negotiating with customers at all levels to win business</li> <li>• Working within a team</li> </ul>	
<p><b>Interpersonal Skills</b></p> <ul style="list-style-type: none"> <li>• <b>High level of People Management abilities</b></li> <li>• <b>Strategic Selling</b></li> <li>• <b>Key account management</b></li> </ul>	

<ul style="list-style-type: none"> <li>• <b>Persuasive in negotiation</b> and sensitive to the customer's needs; is able to present propositions clearly at all levels using appropriate media.</li> <li>• <b>Influencing others</b>; influences, negotiates and effectively persuades others to give their agreement and commitment to a particular viewpoint or course of action.</li> <li>• <b>Results orientated</b>: is able to demonstrate profitable growth in a similar activity</li> <li>• <b>Ability to work individually</b>, organise travel, plan and execute visits to designated territories, be ambassadorial.</li> <li>• <b>Ability to focus</b> on short- and medium-term goals to achieve sales.</li> <li>• <b>Ability to write clearly</b> in both English and an additional language concisely; comfortable in providing written information/reports for management.</li> <li>• <b>Achievement of results</b>, through effective co-ordination of customers and resources, directly organising time and resources to achieve targets and objectives within agreed timescales</li> <li>• <b>Determination to succeed</b>; demonstrates continuing determination, commitment and resilience required to achieve results and overcome obstacles, difficulties and pressures</li> <li>• <b>Building team success</b>; contributes to the effective operation of the Sales activity as a team leader and team member, ensuring co-operation and support. Has the ability to adapt readily and quickly to changing situations or circumstances</li> <li>• <b>Leadership and Motivation</b>; demonstrates leadership by involving others in team projects, taking responsibility for informing others and ensuring that they meet set targets, and involving</li> </ul>	
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<p>others in decision making</p> <ul style="list-style-type: none"> <li>• <b>Innovation and creativity;</b> generates new ideas, seeking information from a wide range of sources to extend and update personal knowledge and understanding of issues and trends, so as to identify and take advantage of new opportunities</li> <li>• <b>Problem solving;</b> adopts a proactive, consultative and flexible approach to problem solving by making suggestions and generating new ideas to improve working methods and levels of performance</li> <li>• <b>Flexibility;</b> adapts to and works effectively within a variety of situations and with various individuals and groups, modifying working approach or style in order to meet set goals and objectives</li> <li>• <b>Sensitivity;</b> recognises the needs of others, adopting a flexible and adaptable approach depending on the situation and the individual with whom they are dealing</li> </ul>	
<p><b>Communication &amp; language skills</b></p> <ul style="list-style-type: none"> <li>• <b>Open communication;</b> communicates well internally and externally, sharing information appropriately and encouraging discussion of ideas and issues to create ownership and commitment. Identifies and clarifies attitudes and views of self and others to achieve effective working relationships and outcomes</li> <li>• Fluency in an additional non-English language essential</li> </ul>	
<p><b>Other requirements</b></p> <ul style="list-style-type: none"> <li>• Flexibility to work the hours required to achieve</li> </ul>	

<p>results</p> <ul style="list-style-type: none"><li>• Attendance at meetings and exhibitions that may be out of hours or on weekends</li><li>• Office based but overnight stays away are necessary</li><li>• Substantial travel as directed, up to 40-50% of time, including weekends if necessary</li><li>• Valid driver's licence, preferably 'clean'</li></ul>	
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