


Job Specification

Position	Export Area Sales Manager
Reporting to	Sales Director
The Company	<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>
Purpose of Role	<p>Brigade Electronics Group Plc provides a range of products to make commercial vehicles and mobile machinery safer and more efficient, with a strategy to increase worldwide sales.</p> <p>Due to continuous success we are currently recruiting for an Export Sales Area Manager responsible for planning, implementing and controlling regional/area selling operations, motivating and supporting appointed National Distributors, selling direct to large fleet operators and tendering for large contracts. Some business will be taken direct, and some will be indirect - by winning specification on new vehicles.</p> <p>This is a largely field based sales role and will include telephone prospecting for new business contacts and leads, mainly working from the Group's company's extensive database of potential contacts.</p> <p>The position will be office based but the candidate must be prepared to travel extensively throughout the allocated territorial area with overnight stays as required.</p>

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	Job Description - Export Area Sales Manager		
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<p>Key Responsibilities</p>	<ul style="list-style-type: none"> • Manage and report monthly on a sale's 'pipeline' of prospects and customers • Telephone prospecting especially in new territories – mainly using the company's existing database of contacts • Write persuasive sales letters • Follow up sales leads by telephone, email, and with personal visits • Negotiate prices within agreed limits as defined by the Group Sales Director and provide verbal and written quotations • Attend / work on the company's stand at exhibitions and conferences as required • Forecast sales by product group and customer • Agree sales targets with line manager, and work to meet these targets • Liaise closely with the Group Sales Manager, so as to avoid duplication of effort and/or upsetting the existing aftermarket distribution network • Maintain, on the company's database, an accurate and up-to-date record of all interactions with prospects and customers • Keep adequate records ensuring customer records are regularly updated • 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. • Contribute to Company development by bringing opportunities to the attention of management.
<p>Key Tasks, but not limited to</p>	<p>Internal</p> <ul style="list-style-type: none"> • Co-ordination and co-operation are required with all sales, administration and management staff. • Participation in team meetings, training courses and workshops is required • Close links with sales and marketing staff will need to be developed and maintained in order that the sales activity is efficient and low cost

	<p>External</p> <ul style="list-style-type: none"> • Required to present a positive and professional image at all times • Ensure that good customer relationships are established and maintained with prospects and customers
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Person Specification

Essential	Desirable
<p>Qualifications & Training</p> <p>1. Candidate should be educated at least to Degree level.</p>	<ol style="list-style-type: none"> 1. Additionally, a knowledge of another spoken language is desirable 2. Professional training in strategic selling and negotiating skills 3. Professional training in field sales and territory management. 4. Experience of, or evidence of an aptitude for, marketing.
<p>Experience and Skills</p> <ol style="list-style-type: none"> 1. Minimum 4 years technical sales experience in the commercial vehicle, plant and/or mobile machinery markets 2. Strategic selling to large organisations 3. Consistently meeting financial targets and achieving sales growth 4. A proven track record of innovation and success in territory sales 5. Working and negotiating with customers at all levels to win business 6. Working within a team 	

Intrapersonal Skills:

1. **Strategic Selling**
2. **Key account management**
3. **Persuasive in negotiation** and sensitive to the customer's needs; is able to present propositions clearly at all levels using appropriate media
4. **Influencing others**; influences, negotiates, and effectively persuades others to give their agreement and commitment to a particular viewpoint or course of action.
5. **Results orientated**; can demonstrate profitable growth in a similar activity
6. **Ability to focus** on short- and medium-term goals to achieve sales
7. **Ability to write clearly** and concisely; comfortable providing written information/reports for management
8. **Achievement of results**, through effective co-ordination of customers and resources, directly organising time and resources to achieve targets and objectives within agreed timescales
9. **Determination to succeed**; demonstrates continuing determination, commitment and resilience required to achieve results and overcome obstacles, difficulties, and pressures
10. **Building team success**; contributes to the effective operation of the Sales activity as a team member, building co-operation and support. Has the ability to adapt readily and quickly to changing situations or circumstances
11. **Leadership**: demonstrates leadership by involving others in team projects, taking responsibility for informing others and ensuring that they meet set targets, and involving others in decision making
12. **Innovation and creativity**; generates new ideas, seeking information from a wide range of sources to extend and update personal knowledge and understanding of issues and trends, to identify and take advantage of new opportunities

<p>13. Problem solving; 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</p> <p>14. Flexibility: 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</p> <p>15. Sensitivity: recognises the needs of others, adopting a flexible and adaptable approach depending on the situation and the individual with whom they are dealing</p> <p>16. Open communication: 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</p>	
<p>Communication & language skills</p> <p>1. Open communication: 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</p> <p>2. Fluency in an additional non-English language essential</p>	
<p>Other requirements</p> <p>1. Flexibility to work the hours required to achieve results</p> <p>2. Attendance at meetings and exhibitions that may be out of hours or on weekends</p>	

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| <ul style="list-style-type: none">3. Office based but overnight stays are expected4. Substantial travel5. Valid driver's licence, preferably 'clean' | |
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Employee Signature: _____