


## Job Description

<b>Position</b>	UK Sales Executive (North Area)
<b>Reporting to</b>	Northern Sales Manager
<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>This is a largely field based sales role in support of and working with the existing Business Development Managers (BDMs) and Key account managers (KAMs). Thrust of the role will be to assist in planning, implementing, and controlling the region/area in terms of sales operations. The role will be covering the North areas (such as Nottinghamshire, Derbyshire and part of Leicestershire including some of South Yorkshire )</p> <p>Also developing and maintaining business with OES dealer networks will be a key responsibility.</p> <p>It will entail working with the existing customer base, plus prospecting, primarily in the commercial vehicle aftermarket sectors.</p> <p>The job will include telephone prospecting for new business contacts, following up leads, exhibition attendance, plus regional sales meetings.</p> <p>It will be necessary for the successful candidate to have a "home" office and will be expected, from time to time, to travel to Brigade's Head Office based in South Darenth in Kent</p>

	Document title Job Description - UK Sales Executive (North Area)		Page 1 of 4
	Revision no. 1	Issue Date: January 2022	

<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>• Manage and report monthly on a sale's 'pipeline' of prospects and customers</li><li>• Follow up sales leads by telephone, email, and with personal visits</li><li>• Attend / work on the company's stand at exhibitions and conferences as required</li><li>• Agree sales targets with line manager, and work to meet these targets</li><li>• Liaise closely with the existing aftermarket field sales team, so as to avoid duplication of effort and/or upsetting the existing very strong aftermarket distribution network.</li><li>• Telephone prospecting – mainly using the company's existing database of fleet contacts</li><li>• Maintain, on the company's CRM database, an accurate and up-to-date record of all interactions with prospects and customers</li><li>• Learn and thoroughly understand the products and services offered by the company, and keep fully up to date in this respect</li><li>• Contribute to company development by bringing relevant opportunities to the attention of management.</li></ul>
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## Person Specification

Essential	Desirable
<p><b>Education &amp; Training</b></p> <ol style="list-style-type: none"> <li>1 1. Minimum 5 GCSEs at Grade C or above, including Maths and English</li> <li>2 Computer literate</li> </ol>	<ol style="list-style-type: none"> <li>1. Professional training in strategic selling and negotiating skills</li> <li>2. Professional training in field sales and territory management</li> </ol>
<p><b>Experience and Skills</b></p> <ol style="list-style-type: none"> <li>1 1. Minimum of 2 years field sales experience in the commercial vehicle and/or mobile machinery markets</li> <li>2 Developing the aftermarket as well as specific market sectors</li> <li>3 A proven track record of success in territory sales</li> <li>4 Working and negotiating with customers at all levels to win business</li> <li>5 Experience in Account Management</li> <li>6 Excellent negotiation skills</li> </ol>	<ol style="list-style-type: none"> <li>1 An aptitude for, or knowledge of, automotive / commercial vehicle electronics</li> </ol>
<p><b>Personality and Motivation</b></p> <ol style="list-style-type: none"> <li>1 1. Self-motivated and takes responsibility for own work</li> <li>2 Ability to prioritise tasks and flexibility to multi-task</li> </ol>	
<p><b>Interpersonal Skills</b></p> <ol style="list-style-type: none"> <li>1 Strong focus on delivering excellent customer service</li> </ol> <p>Internal</p> <ol style="list-style-type: none"> <li>2 Co-ordination and co-operation are required with other departments to ensure efficient working.</li> </ol>	

<p>3 Participation in team meetings, training courses and workshops is required.</p> <p>4 Close links with sales and marketing staff will need to be developed and maintained in order that the sales activity is well planned and low cost.</p> <p>External</p> <p>5 Required to always present a positive and professional image</p> <p>6 Ensure that good customer relationships are established and maintained with prospects and customers</p>	
<p><b>Communication &amp; language skills</b></p> <p>1 Excellent communication skills both verbal and written</p> <p>2 Excellent telephone manner</p>	
<p><b>Other requirements</b></p> <p>1. Innate time manager.</p> <p>2. Flexibility to work beyond normal business hours when required.</p>	