

## Sales Director

### Job Profile

*(Position Contract - Agreement to fulfill the accountabilities of the job)*

<b>Position Title:</b>	<b>Sales Director</b>
<b>Company Background:</b>	<p>ABEC is a Building and Energy Management System Specialist carrying out new Installations, Upgrades, Maintenance, Energy Management Services and more recently deploying Building Analytics and IoT Solutions.</p> <p>This is a fast-growing company operating in The UK &amp; Ireland and Europe with exciting growth and expansion plans. The main offices are in Tewkesbury and Wokingham with most of the workforce being mobile or remote.</p>
<b>Purpose of the Role</b>	<p>The Sales Director will take over full responsibility for the sales team, where the current lead is moving sideways into a Business Development Role. With a hands-on approach the Sales Director and will lead and grow the team and being ultimately responsible for the Sales Function. The ideal candidate for this role has at proven experience as a Sales Director, Head of Sales or Senior Sales Manager and is a high achieving, ambitious, and results-oriented individual. They will also need to illustrate that they have and continue to develop their own leadership, hiring, and training skills while ensuring their team is using the correct selling behaviors and activities to meet their revenue objectives.</p> <p>The role will form an integral part of the senior leadership team within the business.</p>
<b>Division/Department:</b>	Sales Department
<b>Location:</b>	Wokingham
<b>Reports to:</b>	Matthew Morrall
<b>Title:</b>	Managing Director
<b>Salary &amp; Benefits:</b>	TBC + target-driven incentive plan
<b>Probationary Period:</b>	6 months from start date
<b>Performance Review Date:</b>	6 months from start date
<b>Type of position (FT, PT, apprentice etc):</b>	Full time, permanent role
<b>Hours of work:</b>	hours are 9.00 am – 5.30 pm, Monday – Friday (Full Time)

<b>My duties and responsibilities in this position are</b> <i>(add or delete points as necessary):</i>	
<ol style="list-style-type: none"> <li>1. Achieve growth and exceed sales targets by successfully growing and managing the sales team.</li> <li>2. Create and refine a formal, repeatable, successful, and scalable sales process.</li> <li>3. Design and implement a strategic sales plan that expands ABEC’s customer base and expands sales with existing customers.</li> <li>4. Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs.</li> <li>5. Provide effective planning, setting sales goals, analyzing data on past performance, and projecting future performance.</li> <li>6. Develop your sales team through motivation, coaching and both sales and technical training.</li> <li>7. Ensure that the sales department works cross functionally with other departments. For example, they collaborate with The Business Development and Marketing Teams to generate new lead sources and expand the target customer base, or with Operations to make sure customer needs are met.</li> <li>8. Manage the NPS function (survey, and actions).</li> <li>9. Present sales, revenue and expenses reports and realistic forecasts to the management team.</li> <li>10. Identify emerging markets and market shifts while being fully aware of new products and competition status.</li> </ol>	
<b>I will achieve the following results in this position</b> <i>(add or delete points as necessary):</i>	
<ol style="list-style-type: none"> <li>1. Increase order input to meet annual budgets.</li> <li>2. Increase long term (3+ years) Contracts by X%</li> <li>3. Increase customer lifetime value from TBA.</li> <li>4. Increase win rates from TBA.</li> </ol>	
<b>I will meet these standards while working in this position</b> <i>(add or delete points as necessary):</i>	
<ol style="list-style-type: none"> <li>1. I will always demonstrate the ABEC Core Values.</li> <li>2. I will continually strive to achieve my objectives.</li> <li>3. I will always be a strong advocate for ABEC.</li> <li>4. I will adhere to the highest standards of ethical and professional behavior.</li> <li>5. I will role model and adhere to the approach and procedures I create for the sales team.</li> </ol>	
<b>I already have or will quickly develop the following knowledge, skills and abilities needed for this position</b> <i>(add or delete points as necessary):</i>	
<ol style="list-style-type: none"> <li>1. Ability and passion to manage, inspire and lead sales representatives.</li> <li>2. Dedication to providing great customer service.</li> <li>3. Illustrates a natural passion for coaching and mentoring.</li> <li>4. Excellent written &amp; verbal communication skills.</li> <li>5. Highly motivated and organized.</li> <li>6. Ability to take ownership of projects and report upon their progress.</li> <li>7. Ability to multitask</li> <li>8. Excellent Microsoft Office Skills.</li> </ol>	

**I have the following experience which is needed for this position** *(add or delete points as necessary):*

1. Proven experience working within a Senior Sales role.
2. Extensive experience in managing a sales team of around 10+ reps.
3. Extensive experience in Customer Relationship Management
4. A history of consistently exceeding targets.
5. Proven ability to drive the sales process from plan to close.
6. Strong business sense.
7. Industry expertise (in a preference)

**I will meet these other/special requirements for this position** *(add or delete points as necessary):*

1. Ability to travel internationally when required.
2. Experience of building multiple overseas Sales Teams (desirable)
3. An appetite to learn and grow as a leader.

**I will follow our Policies and Procedures:**

Refer to Employee handbook

**I will start work on / This Position Contract is effective from:**

**Please delete the following Y/N responses as appropriate:**

- Y / N I have reviewed and understand this Position Contract.
- Y / N I commit to doing whatever it takes to be successful in this position.
- Y / N I recognize that my remuneration will reflect my success and the company's success.
- Y / N I will always communicate honestly and openly with my employer and colleagues.
- Y / N I will ask for help when I need it.

**Reviewed and agreed to by:**

**Name:**

Matthew Morrall

**Position Title:**

Managing Director

**Signature:**

**Date:**

**Witnessed by:**

**Name:**

[owner's or Director's name]

**Position Title:**

**Signature:**



Date:	
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