



Mobile Computing & EPoS Distribution

Job Description

Position: Sales Director

Reporting to: Executive Director

Location: York. When required visits to customers, suppliers, WFH colleagues and events/exhibitions.

Position Objectives:

- Inform & develop, with the Executive Director / Managing Director, the sales strategy
- Implement and support the sales strategy through the use of appropriate sales tactics. Review the effectiveness of selected tactics.
- Oversee the internal sales team and offer support where required.
- Achieve Gross Margin targets

Main Duties:

- Train, mentor, coach, organise and motivate the Sales Team to ensure they meet KPIs, including GM and revenue target
- Undertake a regular review of our performance with our key customers
- Ensure there is a timely and appropriate response to all sales opportunities
- Ensure each sales person identifies accounts which require your input or the input of another colleague
- Maintain vendor relationships to ensure Sales Team is fully trained and vendor targets are met by gaining leads and opportunities from vendors
- Collect and feedback relevant market intelligence and information on competitor campaigns and events to the Marketing Manager and where appropriate others
- Ensure customer data is accurate and up-to-date on Interprise
- Identify and fix knowledge and skills and gaps within the Sales Team to support their performance and career development.
- To identify when the size & organisation of the sales team needs changing and to implement in line with agreed budgets
- Work with purchasing so that our stock profile reflects the ongoing needs of our target customers
- Marketing – Work with our marketing team to ensure we are marketing to meet our customers requirements.
- Other duties as assigned and agreed

Reporting:

- Monthly sales forecast (for current and next 2 months)
- Monthly Management Report

Financial Responsibilities:

- Revenue and margin targets to be achieved
- Slow moving/aging and aged stock levels to be within budget stock provision
- All available supplier rebate targets to be achieved
- Marketing co-op allowances to be fully utilised
- Bad and doubtful debts not to be caused by failure of sales people to follow

Internal Relationships:

- Purchasing Manager
- Finance Manager
- Operations Manager
- Sales Office Manager
- Marketing Manager and Marketing Team member(s)
- Technical Support Manager
- Sales Team Members
- Managing Director
- Executive Director

External Relationships:

- Supplier Account Manager and colleagues that can help us increase sales and margin of the respective brand

Short term objectives:

- Agree monthly report content with Executive Director
- Propose an appropriate level of stock provision for Aging and Aging stock and for Sunmi slow moving stock
- Develop & implement a process to keep stock write down/write off as the YE is within budgeted stock provision
- Develop & implement a process to enable our stock profile to reflect the ongoing needs of our target customers
- Work with Finance manager to develop (and then implement) a customer onboarding process that will reduce the risk of bad debts arising
- Work with the Finance manager to develop (and then implement) a process that will prevent products being despatched to customers that are on stop or where the established credit facility will be exceeded
- Implement PC/PE maintenance processes to stop invoicing being held due to PC/PE issues