



BUSINESS DEVELOPMENT & SALES Marketing MANAGER- UK

JOB DESCRIPTION

Principal Functions Areas:

Strategic Development of Sales & Marketing in UK for our Company
Development of the total Sales & Marketing Department in UK for Sturdy Products.

Market Development

B to B Sales

B to C sales (end user sales)

Administration of Sales department in UK (Costs & Records)

Principal Duties and Sections:

1. Maintenance
2. Development
3. Research
4. Reporting
5. Strategy
6. Budgets & costs
7. ISO matters
8. Control/Manage
9. Product Portfolio
10. Brochures
11. Customer Liaison
12. General Matters

1. Maintenance

Maintain the controls on monitoring systems of the sales department including:

- a. Monthly records on sales keep account listing (to ensure correct no. of calls being made)
- b. Complete journey plan for self. This copy to be posted in sales office for each Monday morning.
Overview of daily/weekly journey plan.
- c. Maintain twice daily contact with office when "in field".
- d. Complete sales call reports following each visits to customers
- e. Complete sales call order book when "in field",
- f. Maintain customer files for UK area.
- g. Maintain sales folder – keep up to date info on file with point of sale material.
- h. Ensure that you are making necessary efforts to secure new business
- i. Check that each area targets are met – if not why – address.
- j. Review of telesales effort – is it worthwhile etc.
- k. Check that items for action are carried out – if not why not..

2. Development

- a. Devise and implement methods of developing new markets for existing range of products.
- b. Devise and implement plans of expanding customer base.
- c. Investigate new uses for existing products.
- d. Develop all UK markets.

3. Research

- a. Research our existing customers to establish level of satisfaction and devise methods of improving satisfaction.
- b. Research new markets.
- b. Research information sources to assist in developing customer base.

4. Reporting

- a. Report to M.D. on weekly and quarterly basis.
- b. Report problems and developments to M.D.
- c. Report on UK sales dept to fellow managers for the quarterly management meetings two weeks prior to meeting date.
- d. Liaise with M.D. on all matters pertaining to sales dept, e.g. new pricing that will apply – if a special price is required for any customer below min price etc.

5. Strategy & Policy

- a. Strategy over the two product groups.
- b. Devise strategy for telesales calling and monitor its progress.
- c. Formulate company policies on all sales matters e.g.:
Policy with regard to direct sales of one off deliveries
Policy with regard to pricing strategy to different customers
Formulate rebate schemes etc.
- d. Devise strategy including examining the risks for sales in distributors
- e. Devise a specific strategy for large users and a method to counteract cheap imports.

6. Budgets & Costs

- a. Responsibility for preparing budgets/target data for submission each year at end of November over all sales product groups.
- b. Devise and set out target contribution per customer and area for the following year, ensuring that this is linked to the overhead costings of the company.
- c. Ensure costs are kept to a minimum within the department, i.e. checking of expense sheets to ensure no irregularities.
- d. Calculate with finance on a quarterly basis commission due and get approval.
- e. Liaison with accounts dept on debt collection each month.

7. ISO Matters

- a. Ultimate responsibility to ensure that our code of practice for the sales dept is being adhered to in your area.
- b. Responsibility to recognise when an alteration to the procedure is required and address same.
- c. Conduct audits in ISO 9002 as allocated at management meetings.

8. Training

- a. Responsibility to train in any new staff member in operation of the code of practice for the sales department
- b. Select and attend approved additional training for one self.

9. Control & Manage

- a. Liase with fellow managers on management team to ensure smooth, efficient operation of the company.
- b. Attend quarterly management review meetings and submit report from sales dept.
- c. Ensure contribution reports are circulated.
- d. Liase with production manager – new ideas on products or enhancing existing products.

10. Product Portfolio

- a. Select and develop products for each group portfolio.
- b. Identify new products that would compliment the range in each group.
- c. Cut out redundant products from the portfolio.

11. Brochures

- a. Brochures and marketing tools
- b. Responsibility for acquainting him-herself with company policy on advertising e.g. amount of budget etc., implementing that policy.
- c. Monitor requirement for brochures for new products – design, organise, printing, proofing etc. where required.
- d. Ensure adequate stocks of brochures are kept and that you carry adequate amounts.
- e. Formulate new literature where necessary and follow through from initial proof to final printing.
- f. Organise completely and control marketing function in our Company in UK subject to approval

12. Customer Liaison

- a. Be able to deal decisively with customer complaints – complete forms (ISO) as required.
- b. Most “Senior” person within the company for customer liaison.
- c. In conjunction with other managers, put in place a customer contact and reporting system in the office.
- d. Ensure that all customer calls are responded to within 24 hours.
- e. Develop a check system that will ensure the above is maintained.

13. General

- a. Ensure vehicles are kept in proper conditions, get authorise repairs for cars as required.
- b. Ensure any non-conformances highlighted are addressed.
- c. Responsibility for maintaining moral and drive in sales team Identify other bought in products that our sales team could also sell without additional workload.
- d. Identify new business opportunities for Sturdy Products in other areas.
- e. Select and interview new sales personnel.
- f. Decide on monitoring levels of sales dept.

14 Reporting **Weekly report;**

- a. Detailing, last week happenings, including :- Sales, Visits, Promotions, Problems, Administration matters, Actions required by self and others, Action to be completed by JJH and JF.
 - b. Plans for following week, Action plans, Planned Visits etc
15. **Quarterly report,**
- a. Overall review of achievements for past 3 months, including , sales figures, new accounts, report on existing and new customer activity
 - b. Plans for coming quarter
 - c. Strategic development plans for coming quarter and overall
 - d. General review of Company activity overall.
 - e. Long term plans for Company growth
 - f. Suggestions on development for Board discussion