



Job Description

Post Title:	Area Sales Manager
Reporting to:	Managing Director
Salary:	Negotiable + Commission
Duration:	Permanent contract, with a six month probation period
Hours:	Full time
Holidays:	20 days, plus statutory bank holidays
Location:	Area Sales Manager for Northern Ireland and Border Counties

About Sturdy Products Ltd

Established in 2001, Sturdy Products Ltd is both a manufacturer of its' own range of rotationally moulded products and a distributor of other market leader products. The main market sectors in which the company trades are Environmental, Construction, Domestic, Agricultural & Equestrian, Rainwater Harvesting and Custom Moulding.

Sturdy Products Ltd serve customers in both public and private sectors in Ireland, the UK and abroad. In the Irish context the company would be classified as SME.

You can read more about our business on our website: www.sturdyproducts.com

Purpose of Role

Sturdy Products Ltd is a growing organisation, with an outstanding product range, a proven business model and a clear market for our products. We now need a confident and outgoing person to join our team and help us grow.

You will work alongside the Managing Director and financial controller, bringing businesses on board from across the Island with a focus on Ireland.

The role will have responsibility for generating sales in Northern Ireland and Border Counties and will require overnight stays.

Currently, you will cover the Northern Ireland and the Border Counties but as we grow you will be assigned a territory. Although our office is based in Blessington it is not necessary for you to be based here. We welcome applications from candidates who live all over Ireland North and South.

Main Responsibilities

The successful candidate will be responsible for a portfolio of customers and for signing up new customers across Northern Ireland and the Border Counties. The main responsibilities will be:

- Liaising with key contacts, through emails, phone calls and face to face meetings, to ensure Sturdy Products Ltd is having the greatest possible impact. Highlight the benefits of our products and the quality standards achieved.
- Achieve agreed KPI's.
- Keeping CRM systems up to date and accurate.
- Searching for new clients who would benefit from our company products and maximising client potential in designated regions.
- Developing long-term relationships with clients through managing and interpreting their requirements.
- Persuading clients that a product or service best satisfies their needs in terms of quality, price and delivery.
- Guide targeted e-marketing campaigns in each sector.
- Identify, attend and/or exhibit at a range of tradeshow throughout the year.
- Meeting and exceeding sales targets
- Supporting the Managing Director to generate leads through key networking events and day to day contact with prospective customers.
- Helping develop and review sales strategies, in conjunction with the Managing Director & Financial Controller.
- Any other relevant duties.