



## Job Description

<b>Post Title:</b>	Area Sales Manager
<b>Reporting to:</b>	Managing Director
<b>Salary:</b>	Negotiable + Commission
<b>Duration:</b>	Permanent contract, with a six month probation period
<b>Hours:</b>	Full time
<b>Holidays:</b>	20 days, plus statutory bank holidays
<b>Location:</b>	Area Sales Manager for Southern Ireland, excluding Leinster

## 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](http://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 Southern Ireland, excluding Leinster, and will require overnight stays.

Currently, you will cover Southern Ireland 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 Southern Ireland, excluding Leinster. 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.