

JOB DESCRIPTION

Job Title	Head of Sales
Reports To	Managing Director
Function	Sales/Commercial
Version/Date	07.04.22
<p>Job Purpose</p> <p>Responsible for generating REL's sales volume to maintain a balanced and progressive revenue stream for the company, developing and implementing sales and marketing strategies, monitoring and forecasting the sales pipeline and measuring and reporting key metrics and KPIs.</p>	
<p>Day to Day operations</p> <p>Responsible for the day-to-day management of the sales team, including key account managers and estimating/costing engineers. The role will require some travel to customer locations, exhibitions and business conferences both in the UK and overseas.</p>	
<p>Principal responsibilities:</p> <ul style="list-style-type: none"> • Working with the MD to define markets we will compete in and how we will be competitive in those markets • Support the MD with the development of the strategic business plan, detailing prospective growth strategies and key market segments • Define marketing strategies, both physical and online. Identify exhibitions and develop marketing materials and sales 'pitches' • Mentoring the account managers to ensure the quality of sales and customer interactions • Drive activity to ensure the business has good sales prospects and a healthy pipeline of appropriate opportunities • Lead the enquiry review process (bid/no-bid), especially for opportunities not within the company's standard capabilities • Monitor and report on reasons for all lost opportunities, ensuring we understand the issues and, where appropriate, put measures in place to improve competitiveness • Preparation of an annual sales budget based upon firm orders plus probable/possible opportunities, with intelligent probability scales • Reporting on the sales pipeline and conversion success, including analysis of reasons for success and failure • Working closely with finance to ensure that costing models are accurate 	

- Work closely with Pearson Engineering defence sales team to coordinate efforts to achieve best advantage for both companies
- Lead high value commercial opportunities from 'cradle to grave'
- Lead reactive sale drives to address revenue shortfalls and/or to support any under-utilisation in specific areas of the facility
- Establish and manage the governance processes within sales department, in line with the company's governance process.
- Ensure that contracts do not expose the business to undue commercial risk
- Ensure good teamwork within the sales and estimating team
- Lead and develop good sales/commercial negotiation skills within the team
- Routinely visit key customers and support customer visits to REL
- Ensure the sales/commercial processes are efficient, value adding and timely
- Appraise staff performance and, when necessary, manage performance issues
- Develop a resource and succession plan for the next 5 years
- Any other duties as reasonably requested by the company

Key interfaces

- Customers - through marketing initiatives, exhibitions, quotation opportunities, audits, and account meetings
- Pearson Engineering for internal sales and external defence sales
- Customer account managers and costing engineer(s) for quotations
- Managing Director for governance and business reporting
- Design, Engineering, Quality, Manufacturing and Production Support for day-to-day customer issues

Qualifications, Skills and Experience

Desirable:

- Highly personable and able to build strong and robust relationships
- Engineering degree or equivalent
- At least 10 years' experience in a technical sales and customer facing commercial role, within a manufacturing business supplying complex, highly engineered products

- Must have experience of and been involved in business development, marketing and formal quotation preparation and submission
- Highly proficient using MS Office, including Excel and PowerPoint.
- Strong working knowledge of modern manufacturing techniques and measurement processes
- Knowledge of ERP/MRP systems and their set-up and use for quotation and costing
- Good commercial acumen and able to present financial cases for process improvement
- Strong business network in engineering/manufacturing sector

Disposition (Required critical behaviours):

- Calm under pressure
- Excellent team player
- Highly detail orientated
- Able to demonstrate excellent sales performance
- Partnership building (internal and external users)
- Excellent information sharing ability at all levels
- Commercial acumen
- Embracing change and driving improvement
- Effective verbal and written communication skills
- Planning and organising skills
- The ability to interact with people at all levels within and external to the Company
- The ability to self-prioritise workload