

# SALES EXECUTIVE - UK

REPORTING TO: UK SALES MANAGER

## POSITION PURPOSE:

- Accelerate growth in UK market
- Help improve penetration of Emergency Services sector
- Identify customer needs & market trends to contribute to overall company strategy
- Monitor and report competitor activity
- Achieve sales and profitability targets in the context of a balanced scorecard approach
- Contribute to product development activity.
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## EDUCATION/EXPERIENCE:

- Higher education preferred but not essential
- Minimum 3 years relevant work experience
- Sales and Business Development background
- Good understanding of marketing principles
- Experience of selling to public sector would be an advantage.
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## JOB REQUIREMENTS/SKILLS:

- Gain a strong understanding of company values, operations and products
- Establish and build strong relationships with customers and Ruth Lee team
- Prospect market to identify buyers, key influencers and new opportunities
- Conduct regular product demonstrations as part of selling process
- Attend and represent the company at exhibitions
- Monitor and report competitor activity
- Report activity and progress on a weekly basis
- Achieve monthly and annual sales and call targets
- Frequent travel within UK

## CALL OUR EXPERTS:

## CANDIDATE PROFILE:

- Strong relationship builder
- Analytical, with an ability to draw conclusions and translate into actions
- Believes strongly in the value of planning
- Has a sense of urgency to get things done
- Believes in continuous improvement
- Is driven to set and achieve ambitious targets
- A team player but happy to work independently
- Has strong personal values
- Respectful of others
- Confident, charismatic, friendly nature
- A good listener
- A problem solver
- A strong presenter who can convince and influence others
- Strong written skills
- Uses facts and data, when available, to back up assertions and proposals.
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## SUCCESS TO BE MEASURED:

- Identifying and generating business from new customers across sectors
- Growing penetration of existing customers
- Achieving sales targets across designated customer base
- Achieving quotas for customer meetings and product demonstrations.

## OTHER REQUIREMENTS:

- Valid driving license
- Permission to live and work in UK
- Willingness to work from a home office with regular visits to Head Office in North Wales.
- A good standard of physical fitness due to the nature of the product.

## REWARD

- Generous basic salary dependent upon experience, with additional bonus scheme
- Company vehicle
- Fully expensed mobile phone
- Laptop

