
Arbil Limited | Job Description



Date issued: May 2023

Job title: Sales Manager

Accountable to: Lifting General Manager; Directors

Division: Lifting Gear

Location: Lye

Job Purpose:

To manage and develop the Lifting Gear Sales business in terms of its operational and commercial activities. Driving it forward to assist in the delivery of key objectives and targets as detailed in the Lifting Gear Business Plan, which also extends to the branch network.

To build working relationships with key accounts and suppliers while proactively seeking new business opportunities.

Accountabilities:

Management and Leadership

- Management of internal sales team and workshop staff.
- Develop relationships with key account and supplier contacts by phone, email and/or visit.
- Identify and investigate business development opportunities for new accounts / markets.
- Assist GM in delivering key objectives of the Business Plan.
- Ensure the sales team are following up quotations and reporting on any high value or lost orders.
- Ensure effective stock management.
- Continuous review of internal processes and staff utilisation to identify and report on improvements.
- Gathering and sharing of customer, competitor and market information.
- Recommendations and involvement in recruitment.
- Support of branch network regarding business opportunities and logistics.
- Liaise with external sales team regarding planned sales visits and follow up reports.
- Promote complete Lifting Gear offering including Hire, Sales, Service and Engineering.
- Deputise for team members when applicable.
- Advise any repairs / renewals for work plant.
- Keep senior management informed of any relevant information including but not limited to large / interesting enquiries / orders, staff or site issues.

Branch Performance

- Achieve Planned Sales and Profit against the agreed business plan.
- Supply information to include in monthly report.
- Ensure internal team follow company processes in line with our ISO documented system and commercial guidelines.
- Work with QA/H&S Manager to follow up on any non conformance.



- Ensure team assist Finance in ensuring that customers are paying within terms (i.e. no significant overdue debt).
- Undertake appraisal process to monitor development and identify training requirements for Hire Team.
- Ensure company assets and machinery are regularly maintained.

Customers

- Ensure that a 'customer first' approach is adopted to achieve consistent first-rate customer service.
- Visit Key Accounts and potential new customers to develop mutually beneficial relationships.
- Produce customer action plan for key and emerging accounts.
- Ensure CRM system is up to date with correct and relevant customer information.
- Regular contact to ensure maximising customer retention.

Commercial Policy

- Levels of authority adhered to with respect to pricing, discount, general purchasing and credit notes.
- Working within the company strategic parameters, commercial policy and health and safety guidelines.
- Attend monthly Commercial Review and Lifting Gear meetings as required.

Marketing

- Develop ideas and information for marketing opportunities.
- Proactive distribution of the Hire Guide.
- Represent the company at trade exhibitions and events.

Essential Requirements for Job at Competent Level of Performance:

- A sound industry track record in lifting gear at management level.
- In depth technical and application knowledge.
- Demonstrating the ability to develop a vision and successfully formulate and implement a plan
- Strong interpersonal and excellent man management skills to form a cohesive team
- Excellent time-management skills whilst demonstrating a flexible approach and a 'can do' attitude
- Sound commercial skills to achieve superior performance and profitability
- Proficient in the use of Microsoft Office (Word, Excel and Outlook).
- Flexibility that includes the potential to assist other departments and locations within Arbil
- Ability to form constructive relationships with colleagues across the group and to interact with Corporate functions such as Finance, Marketing and QA / H&S.

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- Keeping the GM and Directors informed of all material events that might affect branch performance positively or negatively
- UK driving licence and flexible to undertake travel to suppliers, customers and other parties

Experience Required:

- Lifting Gear industry.
- Customer account management.
- Staff management.

Personality:

- Strong character that is able to command respect within Arbil and with suppliers and customers
- Self motivated and able to work under own initiative
- Experience and maturity that will ensure commercial success

Communications:

- **Internal:** All levels of staff including other division and those in corporate roles
- **External:** Suppliers (existing and potential), customers (new and existing), professional advisors etc