

# Area Sales Manager South Central Gradus Accessories

## MAIN DUTIES

Responsibility for development of Contract & Distribution sales in the region through specification and sales of Gradus and Gerflor company products.

- Sale of product for new build and refurbishment projects in the region outlined. The method to secure this work will be largely through specification by architect, main contractor, flooring contractor or end user. Eventual sales will largely be through either distribution or direct account contractors.
- To be responsible for the timely delivery of Contract products to the targeted market sectors:
  - Local Authority Public buildings
  - Design and Build Sector for Main Contractors
  - Public & Private Sector Educational Premises
  - Local Authority Care Premises
  - NHS Trusts / Hospitals / Associated Premises
  - Private Commercial buildings (Non-retail)
  - Private sector Industrial premises
- Covering the West Midlands and working closely with the Gerflor Flooring ASM's on patch.
- Postcode Areas: OX, HP, SL, RG, SP, SO, BH, DT, WD, HA

## SPECIFICALLY:

- To achieve the yearly sales budgeted while building a territory plan in conjunction with Regional Team.
- Development of key customer relationships in contracting and specification.
- Responsibility for monitoring and development of the sales process throughout the life of a project from specification, tender, contract awarded, on site, sales secured and after sales care.
- To implement company pricing policy.
- Use of the CRM system to register all customer activity and project related information to keep records, on an on-going basis, of projects in the territory concerning targeted market sectors. The building of a project pipe being key to the growth of the territory.
- To promote and achieve specification / brand awareness of GERFLOR & GRADUS Commercial products by calling on Architects & Designers, Principal Contractors, Flooring contractors, Local Authorities, Local Builders, Quantity Surveyors, and end users.
- To regularly organise CPD seminars with specifiers – working towards a minimum of 3 per quarter.
- To participate actively in trade shows where Gerflor exhibits as well as in road shows organised in conjunction with distributors.
- To provide market intelligence concerning competition, distribution, product trends, standards etc.
- To suggest ideas to contribute to the product range development.
- To work closely with the Regional Team as well as the Key Account Managers assigned to the region.
- To attend customer trips to factories when needed.
- To inspect, when necessary, complaints on behalf of the company.

## REPORTING

- You will report to GERFLOR Ltd Regional Sales Manager
- In addition, you will be in regular contact with:
  - Area Sales Manager colleagues
  - Key Account Manager (KAM) colleagues
  - Marketing Department
  - Customer Service Department

- Technical Assistance Department

## WHAT WE CAN OFFER

- Salary is competitive and in line with relevant skills, experience and potential product or industry knowledge.
- In addition, there is also a potential bonus of up to 35% of salary based on a mix of business performance and achievement of personal objectives.
- Laptop / Mobile Phone
- Company Car
- Holiday's 26 per annum (excludes bank holiday's) plus the opportunity to purchase a further 5 days leave.
- Private Healthcare (After qualifying period)
- Group life insurance and death in service
- Company Pension scheme
- Employee Benefits Platform provided by VIVUP which includes Employee Assistance Programme - 24/7 free confidential advice Discounted Gym Membership, discounted high street shopping.
- Proactive and supported Probation Period - usually 6 months

## ELIGIBILITY CRITERIA

You must have full driver licence and the right to work in the UK / valid residency status to apply for this role.

Applications should be made in writing with a current CV detailing relevant experience, to [recruitment@gradus.com](mailto:recruitment@gradus.com), or in writing to the HR Department, Springbank, Brunel Road, Macclesfield, SK11 0TA.

For more information on our company please visit our website

**[www.gerflor.co.uk](http://www.gerflor.co.uk) [www.gradus.com](http://www.gradus.com)**