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| JOB DESCRIPTION | |
| Job Title: Sales Manager | |
| **Reports to:**  Principal Transport Services Manager | |
| **Band:** Management Band (final salary dependent on experience) + Car Allowance or Company Car | |
| **Based:** Thirsk and mobile working expected | |
| **1.** | **MAIN PURPOSE OF JOB**  As a key member of the Commercial Management Team the role has responsibility for leading and driving the performance of our sales team.  The growth expectation is to grow our RCV offering by 750 new lifts a year for the next 3 years while delivering over £1 million in trade waste revenue.  Growth will be generated across a number of waste collection streams ranging from trade waste bins through to skips, hooks & 3rd party waste specialists on a sub-contracting basis.  The role will see the Sales Manager leading, coaching and managing 3 Area Sales Executives who will have a monthly target of £27,500, which will be hit through the selling of a total waste management package in roughly 40 postcodes, and the management of a Telesales member of staff.  The Sales Manager will also actively lead on all broker activity for the business, maintaining and growing relationships with existing brokerages using the Yorwaste service but also launch and develop the opportunity for Yorwaste to have its own brokerage business.  The Sales Manager will also work closely within the commercial operations team and with the wider business to undertake safety, financial and compliance evaluations for all work to ensure efficient and effective service delivery and margin achievement within the requirements of the businesses budget.  The role holder will be targeted and assessed on both sales generation, and business unit profitability. |
| **2.** | **CORE RESPONSIBILITIES, TASKS & DUTIES:** |
| 1 | This is a leadership and management role requiring the individual to work alongside the commercial operations management team to ensure the highest standards of H&S, Environmental Compliance, Financial Profitability and Customer Service are developed, improved and maintained at all times. |
| 2 | Responsible for all “Trade” sales volumes derived from both collection services and 3rd party transport sub-contractors.  Line management responsibility for the three ASE’s and one Telesales person, ensuring employee development, performance management, coaching and support, together with formal APR’s and regular 1-2-1’s.  Coach and mentor, the team in order to allow them to maximise their potential and importantly for the business their ability to achieve target and deliver strong profitable trade waste work. |
| 3 | Responsible for all sales relating to broker activity either where Yorwaste is completing work on behalf of a broker or where Yorwaste is brokering the work to a 3rd party.  Look to launch and develop a wider network of regional waste management businesses so that Yorwaste can bid for trade waste work outside of the North Yorkshire region where the potential customer has a location within the county. |
| 4 | Set and ensure delivery of the company’s sales targets for the ADE’s (4 direct reports) while developing and broadening both their waste and sales knowledge.  The role will also require the Sales Manager to develop and work with the internal customer services & planning function to support and maximise the productivity of the external sales team. |
| 5 | Complete accurate reports on weekly / monthly basis along with market reviews and report to the Principal Transport Manager / wider business in order to aid the businesses financial reporting and company decisions. This will involve managing the commercial sales team into using and proactively engaging with the companies CRM system. |
| 6 | Follow the company sales process at all times, ensuring that all paperwork and contracts relating to new customers is completed accurately and within a timely manner. The Sales Manager will need to lead from the front and demand a right first time mentality. |
| 7 | Communicate, liaise, and negotiate internally and externally using appropriate methods to facilitate the development of profitable business and sustainable relationships. Find, develop and integrate new services and sub-contractors into the product matrix to allow Yorwaste to further develop its total waste management offering. |
| 8 | Work closely with the Yorwaste finance team and specifically with the businesses credit control manager to proactively manage customer accounts to ensure invoice query management is robust and cash collection effective.  The Sales Manager will also prepare the financial sales budgets and work hand in hand with the company’s directors and finance function to push growth and profitability for the divisional P & L. |
| 9 | Work closely with the commercial operations team so that sales are achieved against supply opportunity. Yorwaste is looking to achieve full fleet utilisation and therefore knowing where and what to sell is imperative to both the success of sales team but also for the commercial transport function. |
| 10 | Participate in, and contribute to, the assessment of new opportunities for business Development within the wider Yorwaste business. Look to the stretch and challenge the commercial operations team so that all business-generating ideas are given due care and attention and create an environment of innovation. |
| 11 | Lead, support, manage and proactively be involved within the customer retention process. Engaging with the Customer Care Manager so that every saveable opportunity is maximised. |
| 12 | Take the lead on all tendering opportunities that allow the business to grow. This will involve monitor tender web sites and identifying new opportunities to tender for. It will also involve the management of the tender completion through either the Sales Manager’s own efforts or those of their teams. |
| 13 | To comply and promote all health & safety, environmental and quality requirements of the group, including completing site risk assessments on all new sites and customers. |
| 14 | Lead and manage the sales team to conduct market research to identify selling areas, services and competitor activity to ensure Yorwaste is offering relevant and client focused services. |
| 15 | Establish, improve and innovate on current working practices throughout the post holders’ areas of responsibility. |
| **3.** | **SUPERVISION / MANAGEMENT OF PEOPLE** |
| Direct Reports: 4  Indirect Reports: 0 |
| **4.** | **CONTACTS & RELATIONSHIPS**  **Internally**  The post holder will have regular contact with employees at all levels across the  business. The contact will be in both formal and informal situations.  The post holder will need to develop key relationships with the commercial operation management team who is represented by (their line manager) Principal Transport Services Manager, Services Delivery Manager, Customer Care Manager and Commercial Operations Director.  They will also play a part in the wider management team on topics such as the businesses communication on strategies, policies, programmes and projects.  The post holder will routinely deal with complex issues, potentially boundary spanning  involving other aspects of the business where persuasion, motivation assertiveness and  influence to improve performance and introduce, where necessary, new working practices will be required.  **Externally**  The post holder will have regular contact with Key Broker to support the commercial functions and deliver the requirements of the company.  The post holder will need to influence, persuade and negotiate with a wide range of  stakeholders on a range of complex, and sometimes contentious issues. The post holder will represent the company in all matters under their management. |
|  | **QUALIFICATIONS, KNOWLEDGE & SKILLS**   1. **Qualifications**   No specific requirements identified   1. **Knowledge**   A ‘hard nosed’ sales professional who is comfortable and motivated to manage a small sales team and also to undertake selling of the Company’s services themselves. They must be a revenue generator.  Ideally a proven track record in managing sales teams and have the ability to devise and implement and deliver on sales strategies. If not directly experienced then they will have been mentored towards these set of skills.  Proven track record in delivering high levels of customers service  Proven track record of market analysis and the development of marketing strategy to launch sales campaigns  Understand a complex legislative and Health and Safety critical environment. You will need to have a background in B2B field sales, with demonstrable proof of managing a territory being, time efficient and effective in the pursuit of a revenue and profit target.  Ideally you will have a strong cold calling background within the field sales process as well as an appreciation of the waste industry specifically trade waste.  Most importantly, you must be a self-starter, professional, and have a desire to succeed. We are looking for a candidate that is self-motivated, a high-achiever, driven, competent, capable, experienced and hungry. |
|  | 1. **Skills**   A proven background in structured sales  Excellent interpersonal and IT skills (use of a CRM system)  Ability to influence, empower and motivate colleagues ideally with a management or leadership qualification.  Strong organisation and time management skills with the ability to work under pressure, being self-motivated and able to use own initiative under minimal supervision.  Excellent leadership skills.  Aptitude for building strong external relationships and excellent negotiation ability.  Able to demonstrate initiative and drive aimed at service and individual excellence and a commitment to self-development.  Ability to manage competing demands, devise and prioritise workloads and work to tight deadlines |