



## THURLOW NUNN STANDEN Job Description

**Job Title:** Area Sales Manager  
**Reports to:** Regional Sales Manager, North  
**Job Location:** Wisbech Road, Littleport, Ely, Cambs CB6 1RA

### **Job Purpose**

To sell agricultural machinery and equipment to potential and existing customers in a designated area

### **Key Accountabilities**

**General:** Territory planning and management with assistance from Company CRM system  
Identify and contact potential customers, record all contacts on Company CRM system as per company policy  
Prepare quotations on the Company's DMS system with support from Regional Sales Manager and TNS Finance Manager, deliver to customer  
Arrange and conduct machinery demonstrations, with support from Sales Demonstrator  
Negotiate, handle objections and close sales  
Deliver and install machinery in line with Company procedure, with support from Sales Demonstrator  
Maintain customer contact after delivery, manage expectations  
Introduce new customers to Aftersales departments, liaise between these departments and customer  
Manage territory credit control  
Participate in the preparation of annual sales budget  
Achieve agreed sales budget

**Administration:** Maintain accurate customer records on Company CRM system  
Prepare quotations on the Company CRM system  
Comply with Company policies & procedures incl Health & Safety  
Complete vehicle mileage returns and submit to payroll dept monthly

**Databases:** Utilisation of DMS and CRM to record customer details, customer contacts etc  
Maintenance and utilisation of territory database via CRM  
Maintenance and utilisation of a territory sales diary via CRM  
Utilisation of IBCOS systems and reports

**Communication:** Liaison and communication with customers, colleagues, manufacturers and suppliers

### **Job Dimensions**

**Staff:** No direct reports, but supported by sales administration team

**Planning:** Planning and organisation of own territory sales activities

**Confidential Information:** Customer Base, Prices, Discounts, Profit Margins and similar commercial information

**Degree of Supervision:** Working under direct supervision of Regional Sales Manager with support from Littleport Branch Manager

**Contacts:** Dealership management and staff; potential and existing customers; supplier representatives

**Working Conditions:** Primarily field-based, but with a shared office at the Littleport branch

**Equipment and Tools:** Company vehicle, mobile phone and IT based applications

At times the post-holder will be expected to perform duties outside of this job description in order to ensure the maintenance of a high level service to our customers.