



THURLOW NUNN STANDEN Job Description

Job Title: Area Sales Manager
Reports to: Regional Sales Manager, South
Job Location: Moulton Road, Kennett, Newmarket, Suffolk CB8 8QT

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 Kennett 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 Melton 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.