

	Regional Sales Manager – Western Europe Job Description	Date	Jan 24
		Version	2

Job Title:	Regional Sales Manager - Western Europe	Job Category:	Senior Leadership Team
Department:	Commercial	Reports to:	Commercial Director Europe
Location:	Location within the defined regional area in Europe but may be required to travel to other Batt locations as required	Direct reports:	Country Sales Representatives (internal and external)

Overview and Purpose

Responsible for: Western European Sales Region (to include Netherlands & Dutch Antilles, Norway and Scandinavia, Baltics, Benelux)

To lead the country sales teams to deliver targeted sales and margin. Managing the sales process of customer prospect, quotation, order processing and after sales through a combination of leading a team of field based sales representatives and a team of office based internal sales teams. To identifying growth sectors and channels for Batt cables, to contribute to the construction of the Strategic Plan for Europe and to deliver significant growth in the European cables and accessories market.

The role holder will be manage the country sales teams and will be expected to create KPI's and review processes to ensure targets are being met and if not, corrective actions are in place to deliver the goals. Specifically, the role holder will manage the pricing policy and will be expected to provide regular sales forecasts and analysis of performance.

The role holder will be expected to form view points and opinions regarding sales strategies and associated investments ,making recommendations on the level of resource and requirements for delivering excellent customer service and market share gain .

Key Responsibilities

Main duties and responsibilities:

- To lead the regional sales operation in Western Europe (field based and office based).
- To lead, coach, mentor and inspire the sales teams to deliver their very best performance.
- To create the necessary measurements and targets and monitor/manage, identifying the root causes for deviation to target and the associated corrective actions.
- To make recommendations and identify investments required to deliver substantial profitable growth in the region.
- To manage the largest and critical sales opportunities through the sales team.
- To be frequently in contact and build professional relationships with the region's largest repeat business key accounts.
- To contribute towards the formulation and manage the pricing policy.
- To identify gaps and requirements in the product portfolio in order to deliver profitable growth.
- To create 12 month rolling sales and Material Margin forecast.

- To be a member of the European Sales Management Team and contribute to its effectiveness and overall management of the business.

Support the Batt Cables European strategy and development

- To offer opinions and contribute to the European Sales strategy and plans.
- Produce analysis and sales summaries to support decision making.

Senior Leadership Team

Be a member of the Senior Leadership and work with peers to deliver company objectives through monthly meetings.

Play a key role in Business Process Optimisation to prepare the organisation for improvement of processes and systems, and the subsequent implementation of Oracle NetSuite.

Other key responsibilities

- To make recommendations on entering new segments and sub markets to improvements in the business
- To make recommendations on improving sales processes to improve the business

Standard requirements of all roles:

- All employees are expected to be flexible in their duties and responsibilities and may be asked to perform other duties which reasonably correspond to the general character of their job and their level of responsibility.
- The role will be required to work from within the defined regional geography and other Batt sites (when necessary). The amount of time spent will be dependent on the need to manage and be in regular face to face contact with customers, the office based sales staff and the field based sales staff. It is anticipated that presence in Rotterdam will be for a minimum of 1 working day a month.

Experience

Demonstrate expertise

- The role holder should have experience of managing and improving sales operations at a senior level (Country Manager)
- The role holder should have demonstrated a clear record of improving sale performance by implementing by delivering a sales strategy and leading a team to deliver it
- Is able to create customer relationships through a combination of personality and professionalism.
- A knowledge and experience of the electrical distribution industry/building/construction industry is preferred.
- Is pro-active and is able to create relevant kpi's to track both "output measures" and "in-process measures."
- Experience of using a CRM system

Person Requirements

Experience & Skills (minimum needs to be able to undertake the role):

- At least 5 years' experience at senior sales management level
- Previous experience of managing a sales operation of a minimum size of 10m Euro turnover
- Excellent working knowledge of CRM systems
- Experience of developing and delivering sales strategies that have delivered results for the business
- Skilled in the use of Excel, Word and Powerpoint

- Two European languages or more (fluent in English)
- Experience of creating and presenting a sales report and sales forecast
- Understanding of P&L statements

Personal Characteristics (measurable that are required to be successful in the role):

- Excellent standard of verbal and written communication
- Friendly and team orientated
- Self-confidence with the personal drive to achieve goals and meet deadlines
- Ability to prepare and present meaningful information with conviction and authority
- Demonstrates accountability and ownership
- Maintains confidentiality and inspires trust and confidence
- Encouraging and supportive of the team around them
- Proactive, demonstrating initiative and problem-solving abilities
- Strong influencing and negotiation skills
- Ability to conduct root cause analysis and corrective action planning

Signed

Date