



NO AGENCIES

Regional Sales Manager – South West

AVK UK LIMITED

AVK UK Limited is part of the AVK Group; market leaders in the supply of valves, fittings and flow control equipment to the Water, Waste Water, Oil and Gas industries throughout the world.

A vacancy has arisen for a Regional Sales Manager within the Water division covering the South West of the UK, reporting to the Sales Director.

Brief Overview:

The main purpose of the role is to achieve budgets and targets for designated accounts, maintain and develop existing and new customer accounts.

The primary tasks include, but are not limited to:-

1. To achieve budgets and objectives for whole area and designated accounts
2. To be responsible for product mix within targets, in line with company objectives
3. To be responsible for managing price increases as required across the customer base in line with contract renewals and framework anniversary dates
4. To take ownership of Customer Engagement strategy of the accounts in the region
5. To lead the quarterly reviews with the Utility customers in their region

Qualifications and skills:

The successful applicant will have a high standard of education, a degree or equivalent qualification in Engineering would be advantageous. Also be conscientious, energetic, accurate and possess good communication skills. Experience in technical sales, ideally within the industry, live close to the territory and a background in a similar role would be beneficial.

This is an excellent career opportunity for an ambitious individual who is eager for new experiences, responsibility and accountability.

If you want to join a progressive and successful organisation, then we would like to meet you.

A full job description can be obtained from Abbie – HR Assistant. Written applications including a full C.V. should be sent to Abbie by 9 October 2020.

Please apply in writing, including full C.V. to:

Abbie Bailey – HR Assistant
AVK UK Ltd
Colliery Close
Ireland Industrial Estate
Staveley, Chesterfield
S43 3FH
Email: abba@avkuk.co.uk



The AVK UK group of companies is part of the globally renowned AVK group who are based in over 90 countries and known as one of the leading innovators and manufacturers of high-quality valves and fittings for the water, wastewater and gas industries worldwide.



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Job Title: Regional Sales Manager – South West	Department: Water Sales
Reporting to: Sales Director – Water	Responsible for: N/A
Other Working Relationships: Internal: Sales Director – Water, Finance, Logistics, Internal/ External Sales, Directors, Commercial Manager, Service Delivery Team External: Customers, Professional and Industry Organisations	
Main Purpose of the job: To achieve budgets and targets for designated accounts. To maintain and develop existing and new customers. To be aware of and manage all activity within the designated accounts.	

Responsibilities/Duties

- Achieve budgets, and objectives for whole area and designated accounts.
- Responsible for product mix within targets in line with company objectives.
- Responsible for managing price increases as required across the customer base in line with contract renewals and framework anniversary dates.
- Owns the Customer Engagement strategy for the Accounts in their region.
- Leads the quarterly reviews with the Utility customers in their region.
- Attend regular professional association meetings/dinners relevant to AVK market.
- Arrange and attend regular external account meeting for review and presentation of company products and services.
- Report all activities through CRM registering all calls and ensuring all meeting actions are logged.
- Development, review and achievement of “live” plans by customer/product in an agreed format, in conjunction with Commercial and Market Sector teams.
- Maintain, develop and manage specific service offer agreements in conjunction with Supply Chain, Service Delivery Team and Commercial management to ensure consistent service excellence.
- To respond to any Customer complaints (including first response to site if required) ensuring that these are appropriately passed to the relevant personnel in the business to action.
- Manage personal territory according to an agreed account plan especially managing personal time and productivity.
- Communicate on a frequent basis, progress of account action plans, objectives and overall budgets.
- Work within gross price and discount structure within agreed authorities to secure orders.
- Respond to and follow up all sales enquiries and quotations using appropriate methods, recording results to an agreed format.
- Provide monthly reports on account activities in an agreed format and to agreed timescales
- Develop relationships with key decision makers within allocated accounts using all ethical methods to include entertainment (attendance and organising) and factory visits.
- Liaise and attend meetings with other company functions necessary to perform duties and aid business and organisational development
- Support any customer survey activities
- Provide customer training when required



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- Attend training to develop relevant knowledge and skills
- Key Account Management captures all aspects of the business relationship. As such the position requires an overall management and awareness of Profitability, Turnover, Product Mix, Project Management, Payment, Pricing, CRM and KPI's. This is not an exhaustive list but demonstrates the position requirement of the management of the total business relationship.
- Ensure you show regard for people
- Ensure Company procedures are always followed
- Adhere to health and safety regulations, and other requirements relating to care of equipment

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Signed (Job Holder): Date:

Signed (Line Manager): Date:

Issue No	1	2	3	4	5
Date	10/06	01/08	07/14	2/2020	



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	Essential	Desirable	Identified by
Qualifications	ONC/HNC/HND	Degree in Engineering	
Skills/Attributes	Excellent written and verbal communication skills. Computer literate. Able to prepare and deliver presentations. Able to work on own initiative. Effective negotiator.	Microsoft Office. Valve Sales.	
Knowledge	Advanced product knowledge.	Knowledge of applications of various valves and their application within a pipe-work system	
Relevant Experience	Background in a similar technical, customer support role. Experience in Customer Service.	Has worked for a competitor/distributor. Direct experience of selling valves within the relevant geographical area.	
Personal Qualities	Self-motivated, confident, organised, credible, reliable and determined. Ability to work under pressure.	Ability to influence and support colleagues. Ability to express product benefits clearly and concisely. Ability to problem solve. A completer of tasks	
Appearance/Disposition	Professional in approach. Business like in appearance.	Appropriately presented for situation. Open approach. Professionally prepared.	
Circumstances	Able to work extended hours when required. Able to travel and work at other sites and customers when required. Must have clean or near clean driving license.	Flexible approach to working hours and areas. Ability to spend nights away from home	



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