

Job Description

Job Title: Regional Sales Manager	Department and Location: Sales
Reporting To: Craig Smith – Sales Director	Responsible For: Water Utility Framework Agreements, Utility Contractor & Distribution Sales
Other Working Relationships Internal: Sales Director - Water, Finance, Logistics, Internal /External Sales, Directors, Commercial Manager, Service Delivery Team External: Customers, Professional and Industry Organisations	
Role Purpose: 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 and region.	
What Good Looks like: Representing AVK in a professional manner, the Regional Sales Manager will have / develop a comprehensive understanding of all activity and trading agreements (framework, distribution, end user) across the region. Influencing purchases of the AVK product and new innovation into the region. (MSGV's, RSGV's, Air Valves, Hydrants, Mechanical Fittings, innovation – Series 36 PE tailed gate valve etc....)	

Role Specifics

Growth Responsibilities / Duties:

Achieve budgets, and objectives for whole area and designated accounts
 Responsible for product mix within targets in line with company objectives.
 Owns the Customer Engagement strategy for the Accounts in their region.
 Engagement with Water Utility contractors, Multi Utility contractors and Nav's to promote AVK products and formulate agreements where applicable and / or back sell product sales into AVK existing or new distribution partners (National and Independent).
 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.
 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
 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.
 Develop relationships with key decision makers within allocated accounts using all ethical methods to include entertainment (attendance and organising) and factory visits
 Support any customer survey activities
 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.

Leadership Responsibilities / Duties:

Leads the quarterly reviews with the Utility customers in their region
 Communicate on a frequent basis, progress of account action plans, objectives, and overall budget.
 Provide monthly reports on account activities in an agreed format and to agreed timescales
 Liaise and attend meetings with other company functions necessary to perform duties and aid business and organisational development
 Provide customer training when required
 Responsible for managing price increases as required across the customer base in line with contract renewals and framework anniversary dates.
 Manage personal territory according to an agreed account plan especially managing personal time and productivity

Lean Responsibilities / Duties:

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.

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:

