



**Job Title:** Area Sales Manager  
**Department/Location:** UK Sales / (own territory)  
**Status:** Permanent / Full Time  
**Reports to:** Managing Director UK and Ireland

**Responsible for:**

The Areas Sales Manager is responsible for developing and managing Sparex business within a defined geographic territory and making sure all local sales and margin objectives are achieved;

The Areas Sales Manager is completely market oriented and sales driven, recognises market opportunities and has the ability to create and install action plans in order to translate opportunities into results.

**Main Responsibility/Tasks:**

- To effectively manage a given territory and grow sales
- To identify customer potential and key accounts
- To develop a business strategy for your 40 top accounts
- To develop a business strategy for smaller accounts to be co-managed by the internal sales team
- To plan all visits, including appointments with key accounts minimum one week in advance
- To manage (including initial sale, implementation and follow up) dealer showrooms
- To produce weekly management reports for key accounts
- To promote, demonstrate and implement Sparex Connect to key accounts
- To drive sales for new products and product management projects as set out in the annual business plan.
- To train your customers to use our website and e commerce solutions
- To manage customer database and market segment information
- To attend and support dealer open days
- To assist and share responsibility with Accounts department for credit control
- To keep all customers up to date with promotions, offers and catalogues
- To meet targets for turnover, margin and product sales
- To carry out any other duty as required

**Mandatory Duties:**

1. Work with due regard to the health and safety of both yourself and others.
2. Commitment to Equal Opportunities.

This job description is a guide to the minimum requirements of the job. It is not intended to restrict activities which will contribute to the growth and profitability of Sparex Ltd. If there is a need to amend this description please consult the line manager, or appropriate Director.

I agree that this is an accurate description of my job at Sparex Ltd. I understand that I am employed to carry out the specific duties listed in this job description.

**Signatures:**

Employee Name:

Employee Signature: .....

Date: .....

**Person Specification:**

	Description	Essential (E) or Desirable (D)	How Identified*
<b>Experience</b>	Established background in agricultural parts after market	E	A/I
	Proven track record demonstrating ability to meet targets.	E	A/I
<b>Skills &amp; Abilities</b>	Commercial/sales oriented individual who understands the dynamics of the nominated region.	E	A/I
	Strong MS Outlook and Office Skills.	E	A/I
	Excellent communicator with good interpersonal skills.	E	A/I
	Willingness to travel extensively within the territory.	E	A/I
	High level of presentation skills for key accounts.	E	A/I
<b>Qualifications</b>	Degree qualified or equivalent.	D	A
<b>Personal Qualities</b>	Ability to influence others.	E	I
	Ability to work unsupervised and using own initiative.	E	I
	Open minded with a positive approach.	E	I
	Target Driven.	E	I
	Organised and effective.	E	I
	Willingness to stay away from home while on territory.	E	I

\*Key: A = Application Form  
I = Interview