



WERA UK AREA SALES MANAGER

JOB DESCRIPTION & RESPONSIBILITIES

Overview:

Wera Tools UK is a daughter company of the world leading German screwdriving tool manufacturer Wera Werkzeug. The company is renowned for their in-house creation, design and production of ground-breaking tool technology. The responsibilities for this important role revolve around the management & development of existing well known and high profile nationally operating businesses & the addition of new account business. There will also be additional support from the ASM to work with our wholesale partners to develop new and existing business.

This is an exciting and rewarding position within Wera UK & comes because of significant growth to date & the outstanding opportunities ahead. There is the chance to play a significant part within the Wera Group development and to progress within the operation.

Account responsibilities:

- Regular calls on existing business
- Achievement of new business from existing & new market sectors.
- Identify & develop new growth opportunities.
- Devise account incentive strategies.
- Ensure margins are protected & are within established guidelines.
- Budget planning.
- Monitor & report to GSM on progress against budget monthly.
- Quarterly review with HOS & GSM of sales performances, main achievements.
 - To deliver updates on sales & opportunities.
 - Plan & review sales strategies.
 - Update on actions & new actions.
 - Create new ideas for the future.

- Devise & implement innovative sales promotions, monitor & report progress to the GSM.
- Show / exhibition planning incl. product mixes, prices & stock. This will require working with GSM, CS and business development support. Other activities that will occur in the progress & development of this business.
- The need to work hours as necessary to achieve the goals (some weekend time included).
- Forward planning to the HOS & GSM.
- Personal management of our CRM and sales data system.

Personal requirements:

- Driven, motivated, positive mental attitude.
- Supremely organised.
- Natural ability to be a team player.
- Ability to fit in with a growing and highly motivated team.
- A natural communicator of the highest standard at all levels.
- A willingness to assist colleagues in times of need with duties not included in the job description.
- Fun loving and open-minded.

Skills: Proof of successes will be required

- Proven successes in developing area sales.
- Proven success in opening new accounts.
- Experience with online, catalogue and multi-branch operations.
- Ability to negotiate and protect margins.
- Skilled with spread sheets, PowerPoint (or Keynote) & Word.
- Social media experience an advantage.
- A willingness & ability to utilise new technology to enhance efficiency & effectiveness.

For this, an attractive package commensurate with the duties, including suitable car and pension will be offered.

