

T Jolly Services Limited

Job Description

Installation Sales Manager

8 September 2011

**Jolly** Jolly is an engineering company with turnover of approximately £15 million. Jolly carries out maintenance and installation contracts for commercial clients and contractors. Currently 50% of Jolly's income is derived from general contractors and management would like to see this proportion reduced through frameworks and directly negotiated installation projects.

**Overview of the role** The Sales Manager role is to develop and implement the sales plan that will achieve management's goal of reducing reliance on general contractors. The Sales Manager's responsibility starts with initial approach to clients or other stakeholders through to handover of an opportunity to engineering/estimating teams.

**Candidate Profile** Jolly is looking for an intelligent, enthusiastic, engaging and energetic candidate. The candidate should have experience in selling in the service sector, preferably with an engineering bias. The ability to access potential clients and present Jolly's credentials at all levels is essential.

### **Specific Responsibilities**

1. To ensure sales and marketing targets are met in line with the business plan.
2. Proactively plan, target and prospect new business opportunities.
3. Ensure information is gathered from various sources to be used to build customer base
4. Ensure appropriate systems are maintained to accurately record details of customers .
5. Meet new customers, build rapport and provide full service and presentation
6. To liaise with individuals responsible for Key Accounts on a regular basis to ensure co-ordination of strategy and approach and to share information.
7. To research and evaluate the longer term business development strategy for input into the Company business plan.
8. To monitor the activities of competitors and developments within the industry in general.
9. To identify potential partner relationships and to develop those relationships where appropriate.
10. Handle customer follow-up, complaints and queries ensuring processes and procedures are put in place where appropriate to improve service and offering.
11. Take part in marketing and promotional activity and events as required.
12. Provide appropriate and timely reports and information for higher Management.
13. Ensure staff are appropriately trained and fully briefed on all development activities, campaigns and control systems