

Regional Sales Manager

VACANCY: Regional Sales Manager

LOCATION: North | UK

ABOUT US:

Fusion Group is part of the AVK Group, who are market leaders in the design, manufacture and supply of valves, pipe fittings, hydrants and flow control equipment to the Water, Wastewater, Oil and Gas industries throughout the world. Fusion Group is our centre of excellence for the design, development, manufacture and supply of polyethylene and electrofusion fittings and equipment.

'The Fusion Group Strategy is to become the customers' preferred partner as the leading innovator, manufacturer and supplier of products and services for gas and water polyethylene pipeline systems worldwide'.

ABOUT THE ROLE:

This is an exciting opportunity for you to drive sales on Fusion Group products via distribution and end user engagement. Interfacing with existing and new customers across the North of England and Scotland.

Are you someone who is passionate about developing new business relationships whilst delivering excellent customer service?

Join a market leading company with full autonomy to develop and grow your career whilst benefiting from the support and network of the group, and lead and drive your geographical area?

Key responsibilities include, but are not limited to:

- Assist in the development and implementation of the sales and business development strategies, with a focus on growth to exceed company sales and profit targets.
- Drive strong levels of direct customer engagement to establish and maintain relationships, grow sales of new products and services, and ensure customer service expectations are met.
- Support commercial policies and participate in strategies developed and communicated by senior management.
- Assist and support distributors and agents in your assigned regions, areas and markets ensuring sales and marketing resources are applied effectively to support customer sectors.
- Manage and regularly evaluate existing distributors and customers sectors:
 - Sales v Targets
 - Product Mix Activity
- Market activity including competitor activity, price levels, new products, technical specifications, working practices, political developments, market structures.
- Drive company pricing/margin strategies to retain business and maximise profitability.
- Gather market information to help assess and revise company marketing strategies.
- Actively develop an 'alliance/partnering relationship' with all key distribution channels.
- Identify new products, services, and methods of working to maintain the competitive position.
- Identify, monitor, and record competitor activity in your regions/markets.
- Define and implement strategies to respond to competitor activity and maintain business levels.
- Ensure that monthly KPI documentation is update detailing bookings forecast and initiative progress development.



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ABOUT YOU:

- 5+ years' experience from a manufacturing environment with technical sales knowledge.
- Proven experience of technical sales, distribution management and managing an existing customer base.
- Knowledge of polyethylene pipe jointing industry is desirable.
- Proven experience of dealing with key customers in a professional manner.
- Excellent communication and solution orientated problem-solving ability.
- Demonstrate attention to detail and observation.
- Flexibility to adjust workload priorities to take account of new deadlines.
- Continuous improvement mindset.
- Independent worker with excellent planning and organising skills.
- IT knowledge, including Outlook, Word, Excel, PowerPoint
- Full UK Driver's Licence

WHAT WE OFFER:

- A culture of shared values, goals, attitudes, and business growth
- Employee Assistance Programme (Welfare and Wellbeing)
- Competitive salary
- 33 days holiday (including statutory Public Holidays)
- Life Assurance plan (x3)
- Company pension plan
- Discounts and cashback across many high-street and online retailers (Supermarkets, Entertainment, Fashion, Days Out, Technology, Home, and Travel)
- A blend of training to help your career development.

WORKING HOURS:

- 37.5 hours per week
 - Monday – Friday 08:30hrs – 17:00hrs

We know that our people are the most important asset to the AVK Group, and we are looking for skilled, passionate, and driven professionals to work with our inspirational leaders; to promote our culture, enable change and champion a lean environment.

APPLY NOW - Please send your up-to-date CV to careers@avkuk.co.uk

