

JOB SPECIFICATION

JOB TITLE	Product Sales Manager – Shingles & Shakes
COMPANY	John Brash & Co. Ltd
REPORTS TO	Chairman
REPORTEES	None
MAIN FUNCTION	To be responsible for the attainment and management of business through the specification of John Brash products and effectively manage the sales growth of Shingles
TO BE RESPONSIBLE FOR	<ul style="list-style-type: none"> • Identification and pursuance of business opportunities • Close liaison with the commercial sales team and internal sales personnel • Management of supply contracts from inception to completion • Successful conversion of specification leads and enquiries • Production and presentation of sales reports and forecasts • Professional representation of the company at all times • Comprehensive market knowledge and awareness • Sales in accordance with the annual budget • Identification of potential related business opportunities • Development of new business via a proactive approach • Working with quality systems • Provision of a high level of customer service and support • Market analysis • Technical product support – effective presentation CPD material to specifiers
KEY MEASURES OF SUCCESS	<ul style="list-style-type: none"> • Achievement of targeted sales, conversion rates and margin • Successful sales calls and visits completed on a measured basis • Production of sales reports that are meaningful and to time • Generates relationships with Specifiers that directly result in sales enquiries • Measurable growth in sales by specification of the core products • Demonstrable relationships with specifiers including architects, planners, local authorities, HM Government agencies, house builders, housing associations. • Grow the market and JB market share • Reduction in Sales Department customer complaints • No internal or external non-conformances • Positive feedback on both quality and service

RESPONSIBILITY	COMPETENCE
Sales	<p>Ability to demonstrate a proven track record in specification sales within timber/engineering/contracting sector</p> <p>Ability to present confidently and effectively at all levels and to represent the company to a consistently high standard.</p>
Production of sales reports	<p>Ability to demonstrate a range of IT skills sufficient for reporting and customer services purposes</p>
Technical support. Take off from drawings, production of quotes and specifications	<p>Ability to demonstrate past experience of effectively providing technical support, via a design or architectural background</p> <p>Ability to demonstrate past experience of interpreting drawings and production of quotes</p> <p>Past experience in handling this type of enquiry</p> <p>Confidence in presenting CPD material</p>
Interpretation of policies	<p>Easily assimilates and understands varied company policies</p> <p>Exhibits the flexibility needed to comply with set policies</p>
Market Analysis	<p>Ability to demonstrate knowledge of the targeted market sectors</p> <p>Ability to analyse information and produce meaningful reports based on that analysis</p> <p>Ability to interpret data and recognise trends and opportunities within the current market place</p>