



Job description form

Position Profile

General information	
Job Title	Sales Manager
Company	Gill has a reputation as a world leader in its field as a designer and manufacturer and has over 35 years' experience in ultrasonic air flow measurement and currently manufactures and supplies the most extensive range of ultrasonic anemometers (wind measurement sensors) on the market. Gill Instruments also manufacture a comprehensive range of weather stations from compact varieties to research grade stations. All products are inherently robust and can be found across the world in some of the most arduous environments.
Department	Sales Department

Position summary

The Sales Manager is leading a team responsible for all sales activity, including key accounts consisting of distributors, resellers and OEMs, and for growing global sales in all vertical markets.

The Sales Manager reports to the Chief Commercial Officer and is responsible for delivering current year sales and building the capabilities to meet the planned sales growth. Key responsibilities include:

- Develop, agree and deliver the annual sales plan
- New market/territory development
- Manage, coach and develop the sales team, both internal and external
- Review, agree and implement changes to the current sales process
- Propose, agree and report on appropriate KPIs

The successful applicant will have relevant and proven experience of selling measurement instruments and/or systems to technical customers.

Main duties

- Build and sustain a robust pipeline with sufficient growth potential to meet sales and margin targets.
- Own all plans for developing business and achieving the company's sales goals
- Assists in the development of the sales plan. Prepares forecasts and KPI reporting for the CCO and upper management, for use in organisational planning, financial forecasting, budget setting and strategic planning.
- Land and expand: build process and funnel for expansion
- Work collaboratively across teams - including Engineering, Product and Marketing
- Establish the inbound lead requirements needed to meet your sales objectives
- Provide full visibility into the sales pipeline at every stage of development
- Recommend pricing policies based on competitive advantage and updated knowledge of the marketplace.
- Develop and manage commercial proposals to which increase sales and maintain margin.
- Act as first point of customer escalation and provide senior support in customer contact.
- Report on sales performance, highlighting future risks and opportunities, identifying sales and market trends, and propose
- Review the current team's capability to deliver the agreed sales plan, identify gaps and implement appropriate coaching, training, and performance management to develop the required capability.
- Establish and foster partnerships and relationships with key customers both externally and internally

Candidate requirements

- Demonstrate experience of sales management in the engineering or scientific instruments sector – knowledge of meteorology or relevant vertical sectors advantageous,
- Experience of representing a company at senior levels with customers, and at conferences and tradeshow events.
- Demonstrable experience in leading a successful sales team to retain and grow existing customer accounts and, target, acquire and grow new accounts.
- Excellent interpersonal skills, able to recognise capabilities within a team, and develop and deploy the necessary skills to achieve business goals.
- Excellent leadership skills, able to gain respect from the team, effectively implement change, and ensure adherence to agreed way of working.
- Demonstrable experience in identifying and implementing change in a SME sales environment.
- Excellent analytical skills (numeric and organisational), combined with the ability to communicate, present and influence credibly and effectively at all levels of an organisation.
- Well-developed business skills and experience including commercial, contractual and negotiating skills.
- Relevant degree or advanced professional qualification.

Additional advantageous experience

- Relevant degree preferred or substantial engineering / scientific instrument experience
- Background in sales and distribution of meteorological or other scientific/electronic instrumentation
- Familiarity with input, maintenance and report generation from CRM systems (i.e. ACT / MS Dynamics / Salesforce)

Person specification

- A result focused leader able to balance short term goals with medium term development needs.
- Strong numeric, analytical and problem-solving skills to develop robust commercial proposals and interpret sales performance and market trend information.
- Ability to understand and communicate the features, capabilities and applications of the Gill product range.
- Excellent customer management, communications and presentation skills.
- Proven ability to motivate and lead the sales team. Experience in developing marketing and sales strategies.
- Good working knowledge of Microsoft Office Suite.
- Good working knowledge of Microsoft Dynamics CRM, Salesforce or equivalent CRM system.
- Current driving license/passport and willingness to travel frequently.

Reporting structure

Sales Manager– Chief Commercial Officer

A position profile does not imply that the duties stated are the only ones to be performed by the incumbent. Employees will be required to follow any other reasonable job-related instruction as requested by their manager or a company director.