

Extractability™

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web: www.extractability.eu email: sales@extractability.eu Powered by **Weldability** **sif**

Role Specification – Regional Sales Manager

Objective(s)

To further develop Extractability sales success within the allocated geographic territory, and to ensure continued growth of revenue, whilst maintaining profitability. Proactively cultivating sales opportunities in end-user and distributor channels, via targeted lead-generation activities, leading to order generation.

To visit, consult with, advise and manage key end-users to secure orders for fume-extraction products and services, in the welding and wider industrial markets. Providing demonstration, support services, and technical assistance on fixed and mobile fume/dust-control, extraction and ventilation solutions.

To carry out annual TExT ('Thorough Examination & Testing') on fixed and portable LEV ('Local Exhaust Ventilation') fume-extraction systems under COSHH regulations. Operating to established procedures, in accordance with training and legislation. Passing/Failing equipment and labelling it accordingly. To prepare and send resulting test reports to customers following provision of services. To transmit quotations for any spare/consumable parts or replacement equipment identified as required or failed.

To attend and represent Extractability at regional/national exhibitions, seminars and trade shows as required.

Key Duties & Responsibilities

- Visiting key end-user and distributor clients to create/close opportunities, and build brand loyalty.
- Identifying, quoting for, and securing orders for, equipment, accessory and parts and requirements.
- Working with the internal sales and support teams in customer acquisition, retention, order-generation and resolving customer issues.
- Increasing territory turnover and customer activity, in line with growth targets, whilst preserving territory profitability at levels present in prior year.
- Carrying-out TExT COSHH testing and reporting on LEV fume-extraction equipment.
- Reporting discussions, tracking opportunities and sharing customer details via CRM software.

KPIs & Incentives

Key Performance Indicator	Objective	Incentive
Quarterly Sales Growth + Weekly 'Pad' Order Intake	Rewarding achievement of growth in regional turnover whilst maintaining profitability.	% Territory Performance Bonus from agreed stratified matrix of % growth vs applicable Bonus. + % 'Pad' Order Commission.

Qualities & Attributes

Technically-trained and experienced in fume/dust-extraction and/or ventilation; account management and business development; commercially-aware; success-motivated; goal-oriented; familiar with sales cycle; confident; articulate; resourceful; good time-management and proven attention to detail.

Reporting To :

Business Development Manager, Projects Director, Managing Director.

Supported By :

Telesales Account Handlers, Sales Support (literature mail-out requests, quotation preparation, etc), Technical Support Team (product information, query-resolution, post-sale support), Marketing.



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Registered in England No. 1684362
Registered Office: as above