



> POSITION: NATIONAL SALES DIRECTOR

An exciting opportunity has opened up to join SYR as a National Sales Director. Lead, manage and deliver all US sales activities in the business.

Proactively contribute to all aspects of business strategy and delivery as a member of the senior leadership team.

Role: National Sales Director

Reports to: Global Managing Director

Location: National

Key Responsibilities:

- Sales - Grow profitable revenue year on year.
- Create and maintain the right sales structure aligned to the business's strategy and plan.
- Set and implement the sales strategy and annual sales plans for key sectors in the business.
- Own the Sales Pipeline and drive sales growth through growing existing contracts and delivering significant contracts.
- Client retention – ensure that customer retention is optimised through excellent account management practice and first class customer service. Ensure issues are identified and resolved promptly.
- Forecasting – project expected sales volumes for existing and new products, taking action to maintain performance against agreed plans
- Pricing – optimise pricing to maximise profitability. With the Managing Director and Finance Director, set and enforce pricing and discounting policy and authority levels. Ensure compliance with authority levels and review pricing policy regularly.
- Customer Satisfaction – Lead the customer satisfaction activity for the business.
- Product Development - ensure that existing products are reviewed and upgraded or retired, and that relevant and profitable new products are developed and introduced to the market.
- Marketing – Work effectively with Marketing Team to create and implement effective and efficient Product Marketing and Marketing Communications which drive profitable sales growth at minimal cost.
- Competitors and the market - Develop a deep understanding of competitors and the industry, its products and services, opportunities, and challenges. Develop plans to beat competitors.

Essential skills:

- Proven track record in sales and sales conversions
- End user experience essential
- Distributor experience
- Quick Service restaurant knowledge essential
- Ability to demonstrate a product range with confidence
- Proven track record setting and delivering a successful sales strategy and plan.
- Significant experience in the business services market in a senior sales leadership role.
- Proven track record of driving profitable sales growth.
- Prior experience of setting and managing an effective commercial strategy.
- Proven experience managing sales teams and driving performance using KPIs.
- Experience of personally leading bids and sales processes.
- Strong negotiating and commercial skills – a proven ability to accurately price business opportunities and develop bids.
- Excellent skills in developing client relationships at a senior level and experience of managing sales and customer relations

Benefits:

- Health Insurance
- Dental Insurance
- Life Insurance
- Phone / Laptop
- 401K
- 20 Days' Vacation
- Fully training program
- Commission

If you feel you could be the right person for this role or maybe just want to find out more about it, please contact Tom.

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