

Citizen Machinery UK Ltd

JOB TITLE

European Sales Manager

REPORTING TO

Sales Director

RESPONSIBLE FOR

European sales management

JOB PURPOSE

- Grow business and support our dealer sales network across Europe.
- Product sales and technical support for overseas sales staff.
- Maximise revenue and margins from the overseas dealer network by providing sales and technical support.
- Support the Sales Director by carrying out specific allocated marketing and sales related projects.

RESPONSIBILITIES

1. Set standards for European sales performance, monitoring performance and providing feedback to the team, and reporting on performance to the Sales Director.
2. In conjunction with the Sales Director, conduct regular review of dealer performance and sales prospects.
3. Prepare the agenda and take a lead role in regular dealer meetings at the dealer premises designed to:
 - focus the efforts of the dealer sales team on achievement of sales targets,
 - motivate them to perform to their maximum ability,
 - improve product knowledge and sales skills of sales staff.
4. Represent the European sales effort at company meetings.
5. Provide ongoing advice and support to dealer technical and sales staff.
6. Provide input to the Sales Director in the preparation of UK sales volume & profit forecasts/targets linked to the purchasing of machines from CMJ.
7. Prepare monthly/6-monthly sales forecast and business reports.
8. Generate ideas/proposals for sales and marketing initiatives.
9. Keep the company informed of all relevant market intelligence by personally seeking such information and coordinating the efforts of the dealer network.
10. Manage specific marketing and sales related projects as defined by the Sales Director.
11. Liaise closely with the CMUK Technical Manager on the provision of effective pre-sales support for the overseas sales teams.
12. Monitor the performance of the overseas dealer network.
13. Provide the network with sales and marketing support appropriate to the needs of the individual dealer and territory through:

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- regular dealer visits,
 - running sales and product training,
 - ensuring the availability of additional pre-sales technical support (in conjunction with the Technical Manager),
 - accompany dealer sales staff on visits to key customers,
 - assisting with the preparation of forecasts and company reports,
 - advising on marketing activity relevant to the individual territory.
14. Take a minor role in the organisation of UK and overseas exhibitions, working with the UK management and sales teams and with overseas dealers as appropriate to maximise the return on the investment involved in exhibition participation.
 15. Take a leading role at yearly Citizen European Dealer meetings.
 16. Make recommendations to the Sales Director on the need to replace and/or appoint new overseas dealers in CMUK's allocated territories.
 17. Play a role in identifying, appointing and establishing new overseas dealers as needed.
 18. Provide sales & marketing input into the development of the CMUK website.
 19. Read, understand and follow guidelines of the 'Company Staff Handbook'.
 20. In addition to all of the above, the Job Holder must be prepared to carry out any other task that the company deems reasonable.

EXPECTATIONS

- It is expected for the individual to be representative of the high corporate standards and ethics of the Citizen Group, in terms of conduct, presentation, punctuality, time keeping, honesty and respect towards fellow workers, suppliers and customers, both in and out of contractual working hours and on social media.