

# Job Description



<b>Position Title</b>	Sales Manager
<b>Department</b>	Customer Fulfilment

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<b>Hours</b>	Monday to Thursday 08.30 – 17.00 Friday 08.30 – 16.15 Flexible mindset to work additional hours depending on workload
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## About ASL:

ASL is an ever-growing international company specialising in the support of legacy equipment across the military and defence product range.

We operate from four sites within the Surrey and Sussex Area and have international offices in our key market areas.

Our purpose is keeping things moving to save lives and protect what matters. We live by the philosophy of 'Never a problem, always a solution'.

## The Role:

Achieving growth and hitting sales targets by successfully managing the sales team

Designing and implementing a strategic sales plan that expands company's customer base and ensure its strong presence

Managing recruiting, objectives setting, coaching and performance monitoring of sales representatives

We are looking for a high-performing Sales Manager to help us meet our customer acquisition and revenue growth targets by keeping our company competitive and innovative. You will be responsible for maximizing our sales team potential, crafting sales plans, and justifying those to plans to the upper management.

## Key Responsibilities:

- Achieve growth and achieve sales targets by successfully managing the sales team
- Design and implement a strategic business plan that expands company's customer base and ensure its strong presence
- Objectives setting, coaching and performance monitoring of sales representatives
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs
- Present sales, revenue and expenses reports and realistic forecasts to the management team
- Identify emerging markets and market shifts while being fully aware of competition status

## Requirements:

- Good organisational and planning skills with proven track record of project / task prioritisation
- Good problem-solving skills
- Good understanding of customer requirements with proven track record in meeting customer expectations
- Willingness to adopt flexible work patterns when required to meet business needs
- Willingness to work with all levels within the organisation
- Successful previous experience as a sales representative or sales manager, consistently meeting or exceeding target

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- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization
- Proven ability to drive the sales process from plan to close
- Excellent mentoring, coaching and people management skills