

Walker Greenbank

JOB TITLE – STYLE LIBRARY INTERNATIONAL SALES MANAGER

REPORTS TO – STYLE LIBRARY DIRECTOR OF INTERNATIONAL SALES

LOCATION – DENHAM/LOUGHBOROUGH

DEPARTMENT– INTERNATIONAL SALES

SCOPE OF JOB – MANAGEMENT OF INTERNATIONAL SALES AGENTS AND DISTRIBUTORS. DEVELOP OWN MARKETS OF DIRECT RESPONSIBILITY

PURPOSE - This role is required to deliver year on year growth in revenue and profitability in designated markets.

RESPONSIBILITIES

- Develop a sales strategy in conjunction with the International Sales Director to create an infrastructure to maximise growth opportunities in selected international markets
- Drive and secure new business opportunities
- Present new collections to agents, distributors and where appropriate, to retailers, to ensure they are well versed in all relevant products.
- Ensure agents and distributors are provided with the appropriate selling and promotional tools at the required time
- Manage, challenge and develop existing relationships with agents and distributors
- Ensure our product reaches the customer in the most efficient, cost effective and commercial manner
- Ensure the Brands are fully and appropriately represented within each market in line with brand values.
- Provide outstanding customer service through prompt and accurate support and advice.
- To work within agreed expenditure budgets
- Provide market feedback and input for future product development
- Evaluate market research, competitor and customer surveys.
- Negotiate, manage, review and renew contracts with agents and distributors, as required, to enable effective trading, operations and customer relations.

MEASURES OF SUCCESS

Increase in revenue and margins year on year

Promotion, distribution and presentation of the brands in the most effective and efficient manner and in keeping with the brand identity

Customer satisfaction.

CONNECTING WITH OTHERS

Effective collaboration across the business to develop and maintain strong relationships with colleagues and external customers.

Direct Sales reports –Provide prompt monthly feedback to the international sales director on significant events/sales within market responsibility

Marketing – Close liaison with marketing colleagues to ensure timely delivery of information and product for sales events

Customer Service – Review level of service and feedback on performance

Finance – Analyse and measure each market's performance monthly. Provide feedback where necessary.

Customers/Agents/Distributors – Relationship management and oversee revenue growth

Qualifications:

Degree level preferred

One additional European language as well as English is preferred

EXPERIENCE & SKILLS

Degree level preferred

One additional European language as well as English is preferred

International relations

Proven sales performance.

Management of Agents & Distributors.

Track record of managing teams remotely.

Great interpersonal skills.

Self-driven, results-oriented with a positive outlook.

Must be adept in use of MS Office packages, particularly Excel,

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	PowerPoint, Word and MySales360. Commercial acumen. Confident in using profit and loss calculations, margin calculations and forecasting. Must be competent in writing business letters, quotations and proposals. Willingness and ability to travel extensively
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BEHAVIOURS

Passionate, articulate, collaborative, customer focused, disciplined, independent, team player, ambitious,

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES –	
COST RESPONSIBILITY – Sales budget for designated markets Travel	REVENUE RESPONSIBILITY –
INFLUENCE – SALES, MARKETING, PRODUCT,	

I agree within reason to undertake other duties over and above those listed in the job description.