

Details

Position:	Regional Sales Manager
Department:	Sales
Line Manager / Title:	UK Dealer Sales Manager
Functional Manager / Title:	General Manager – Sales

Job Role - Main Purpose:

To manage ITUK Sales Dealers within a defined geographical area to assist and promote the Sales & Marketing of Isuzu Truck Products & Services to achieve the Company's annual objectives.

To work in conjunction with all ITUK Departments in the promotion of the Isuzu Truck Brand and its industry leading **CARE** philosophy and to have total responsibility for the promotion and execution of Market Analysis, Sales Strategies, Campaigns & Initiatives against measurable targets.

Key Responsibilities & Duties:

- ▶ Build strong and respectful relationships with the key personnel in every Dealer, Dealer Principals, Sales Managers & Sales Executives to ensure a motivated 'Can Do' attitude is applied to working together on all aspects of the business to achieve the mutually agreed objectives
- ▶ To develop and be responsible for the implementation of an agreed formal strategic Business Plan for each Dealer in your region which will act as a joint commitment and working document throughout the year to manage and monitor the performance against the mutually agreed objectives. The Business Plan document should include the following
 - ▶ Local Market Analysis, Conditions, Competitor Activity, and Industry Sector Customer opportunities
 - ▶ Annual Volume Objectives for New Truck Sales, Repair & Maintenance Contracts, Extended Warranty Sales and ITUK Finance products
 - ▶ Identify Regional Fleet Customers and National Fleet Companies in the area to work in conjunction with the ITUK Fleet Sales Team
 - ▶ Targeted Retail Business Sectors, Utilities & Municipal, Recovery and key Customer Prospects and Target Markets
 - ▶ Agree Local Marketing Initiatives, Campaigns & Strategy utilising all available resources
 - ▶ Formally review the Business Plan on a quarterly basis and agree remedial actions as required with the Dealer Principal & Sales Manager where necessary
- ▶ Engage in regular Customer Visits with the relevant Dealer personnel to help them build relationships and secure orders
- ▶ Manage, Monitor and Track delegated authority support levels by Dealer & Customer
- ▶ Manage, Monitor & Report on all ITUK Sales Leads generated to ensure timely Dealer Customer Contact & Feedback
- ▶ Organise and facilitate three Regional Sales Meetings per annum
- ▶ Promote and manage local Marketing Campaigns & Initiatives with close involvement with ITUK Marketing Manager
- ▶ Submit Reports to the UK Dealer Sales Manager as required within the defined time scale



Key Responsibilities & Duties Continued:

- ▶ Agree personal annual objectives with the UK Dealer Sales Manager, identifying personal actions required to achieve these throughout the year
- ▶ Promote the ITUK **CARE** philosophy to ensure Dealer engagement, involvement, and participation at all times and to work with the relevant Dealer & ITUK personnel to resolve specific issues on behalf of the Company as and when required
- ▶ Attend all meetings, shows and exhibitions when required or any other functions ITUK deem appropriate hosting
- ▶ Submit a Weekly Itinerary and notify any variances accordingly
- ▶ Attend all Customer, Dealer or Head Office Meetings as required that may involve an overnight stay
- ▶ Carry out any additional tasks as maybe required that are driven by the demands of the Business, Dealers & Customers

Department Competence Requirements		
Mandatory	Desirable	Optional
Self-Starter, Positive 'Can Do' Attitude	Commercial Vehicle Industry Knowledge & Experience	
Customer Relationship Skills	Field Based Role Experience	
Competent IT Skills – Microsoft Outlook, Excel, Word & PowerPoint		
Full UK Driving Licence		
Additional Requirements		