**Role**  Head of Sales

**Reports to** Managing Director

**Direct reports** Internal & external sales teams

**Location** Nationwide

We're searching for a **results driven, high-energy sales professional** with a proven track record in **RTP materials handling & packaging sector** to lead and manage our highly experienced sales team to drive new business & growth.

**Key Accountabilities**

* **Sales - Grow profitable revenue year on year.** 
  + Create and maintain the right sales structure aligned to the business’s strategy and plan.
  + Implement the sales strategy and annual sales plans for key sectors in the business, adjust if required.
  + Lead, manage, motivate and develop the sales team using appropriate metrics, KPIs, training and development etc, to drive performance and profitable growth.
  + Implement and maintain effective Account Management Plans to maximise share of wallet.
  + Own the Sales Pipeline and drive sales growth through growing existing contracts and delivering new business wins.
  + Personally lead & support large bids on behalf of the business.
  + Identify cross sell and upsell activities both within the business and across phs as a whole.
  + 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 – forecast accurate numbers for existing and new customers / products, taking action to maintain performance against agreed plans.
  + Pricing – optimise pricing to maximise profitability. With the Managing Director and Finance Business Partner, set and enforce pricing and authority levels. Ensure compliance with authority levels and review pricing policy regularly.
  + Contracts – ensure sales strategy is de-risked and that customers sign up to appropriate commercial contracts which offer adequate protection to phs and optimise revenue.
  + Targets and Incentive Payments – set sales bonus/targets and commission schemes that align to driving profitable sales growth.
* **Customer Satisfaction** – Lead the customer satisfaction activity for the business. Measure and improve customer satisfaction levels through Net Promoter Score (NPS).
* **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 & Digital** – Work effectively with phs Marketing to create and implement effective and efficient Product Marketing and Marketing Communications which drive profitable sales growth at minimal cost.
* **Debt** – work with colleagues to minimise & collect overdue customer debt.

**Other Responsibilities**

* Drive employee engagement.
* Produce regular and ad hoc reports as required to demonstrate business performance, opportunities and challenges.
* Build personal capital and contribute to phs reputation through participation in industry forums and wider networking.
* Build strong peer relationships across phs’s businesses.

**Skills and Experience**

* Proven track record setting and delivering a successful sales strategies within the RTP sector.
* Significant experience within the RTP sector in a senior sales leadership role.
* Proven track record of driving profitable sales & EBITDA 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.

**Key KPIs**

* Profitable sales growth year on year (£ revenue and gross margin).
* Customer retention (% and £).
* Customer satisfaction (NPS).
* Commercially appropriate pricing which is regularly reviewed and changed to optimise profitable growth (£ gross margin).
* Compliant commercial contracts which are signed and do not expose phs to inappropriate risk

**Personal Characteristics**

* Strong team leader and team player able to lead their own team and contribute to the wider Management Team.
* Does the right thing not the easy thing.
* Works hard to deliver results personally, and through teams.
* Maintains and develops their own expertise, and the skills and knowledge of others.
* Works to continually improve phs products and services. Identifies and implements ways of doing things better.
* Takes responsibility.
* Highly numerate and literate but uses both data and “gut” to drive decision making.