

Job Title: Sales Manager, Ground, Europe Department: Sales	Approved by: Reports to: Head of Sales, Ground, EMEA	Date: 15/04/2019 Revision no: 1
Job Status: Full-time <input checked="" type="checkbox"/> Part-Time <input type="checkbox"/> Temp <input type="checkbox"/> Location: Letchworth <input type="checkbox"/> Stranraer <input type="checkbox"/> Home Based <input checked="" type="checkbox"/>		
Purpose/Objective: To achieve the territory sales and margin goals through the promotion and selling of the Company's range of Gentex and Ops-Core products to current and prospective customers, managing sales through either a direct Government/Military contact, or through a network of distribution partners.		
Key duties/responsibilities <ul style="list-style-type: none"> To achieve and exceed the annual territory sales, major campaigns and revenue targets as defined, for the Situational Awareness value stream To set up and manage a distribution network that enables effective coverage of the territory by geography and by vertical market ensuring user needs are met and fully supported To promote and sell the company's range of products to end users through the specification and agreement with government users and other purchasing or decision makers To ensure that user needs are fully supported either by the nominated distributor or through the company directly and to take action as appropriate to address any shortfall To carry out product training as required to users and distributor personnel To provide market intelligence and programme information to Product Management to support product roadmap strategy and decisions To maintain a deep understanding of the products, their applications, and the applicable and prevailing standards To attend and participate at key exhibitions and company meetings as and when required 		
Skills and Abilities <ul style="list-style-type: none"> Deep understanding of military communication headset systems with emphasis on Ground Forces To be able to demonstrate previous successful experience selling to Government and military end users and distributors in the defence market place To be technically competent and to maintain an understanding of all requisite standards Manage and run campaign plans with capture planning tools To be a strong and persuasive communicator with the ability to deal with decision makers at all levels To be highly self-motivated and to be able to work effectively as part of a global team To have strong planning, organisational and administrative skills To be able to operate under own initiative and make decisions when required To be willing to operate under flexible working hours and travel internationally 		

Qualifications and Experience

- Bachelor's Degree in a technical or business discipline, or demonstrable and relevant military experience
- Minimum of eight years of international Business Development and Sales experience
- Preferred bid management and capture planning experience
- Successful track record in managing a diverse international sales channel
- Knowledge of international military procurement practices, particularly of the Special Forces community

Competencies	Expected level for the position required rate 0-5	Current level achieved rate 0-5	Gap	Comments	Key
Territory Planning	4				0 Not Required
Communication Skills	4				1 Training necessary
Presentation	4				2 In training
Self Motivation	4				3 Qual with s/vision
Adherence to Timescales	4				4 Fully qualified
Technical Competencies	4				5 Able to train others
Ethical approach	5				
IT Literate	4				
Negotiation skills	4				
Decision Making	4				
Strong orgnaisation	4				
Travel: Generally, travel not req <input type="checkbox"/> Limited travel req <input checked="" type="checkbox"/> Regular travel req <input type="checkbox"/>					
Career Progression and Training and Development: .					

I hereby confirm that I have read and understood the Job Description, and will fulfil my duties and responsibilities in an efficient manner.

 Full Name of Employee

 Date and Signature of Employee

 Date and Signature of Line Manager