

Job Description



Title: Sales Manager

Reports to: CEO and Finance Director

Responsible for: Sales & Marketing Assistant

Office location: Agilysis Limited, 27 Horse Fair, Banbury OX16 0AE

Job Purpose:

To lead on the effective and efficient delivery of the company's sales strategy. The post holder will be responsible for sales growth with a special focus on commoditised products and services in the UK. They will ensure that our CRM is accurate with significant coverage in the sectors we are selling into. They will organise the sales process including sales pitches for different products in different sectors. Staff training and customer support will also be a key element of their role. They will provide reports on activities undertaken and forthcoming plans together with tracking KPIs to provide a clear measure of performance.

Key Responsibilities:

- To prospect and generate leads through direct client contact with a view to selling a range of Agilysis' commoditised products and services to new and existing clients and sectors
- Generate and progress a sales pipeline through to closure
- Develop and implement new sales initiatives and approaches to exploit key sector opportunities with associated market demographics, as identified by the marketing team
- Establish and maintain productive and professional relationships with key clients to understand their changing needs, identifying cross-selling and up-selling opportunities
- Co-ordinate sales focus with marketing activities to ensure that product portfolio, pricing and offers meet the real-time needs of the sectors
- Manage the product subscription renewal process through to close
- Deliver product demonstrations and sales pitches to interested clients
- Ensure product masters for all commoditised products are up to date, liaising with the marketing team to ensure that appropriate marketing collateral is in place
- Manage sales correspondence in the CRM
- Provide customer service through after sales follow-ups
- Work with the finance team on systems for monitoring sales activity, growth forecasts, and solutions for processing orders.
- Achieve company objectives by meeting KPIs
- Provide sales reports on the effectiveness of sales activities and performance including recommendations on the sales strategy to build on results and engagement to the Executive Team, Management Team and Commercial Team
- Undertake day-to-day supervision and training responsibilities for the Sales & Marketing Assistant post.

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Role Scope and Scale:

The role will cover all aspects of the Agilysis' business and is not limited to any individual project or department.

Performance Expectations & KPIs

The post-holder will be appraised by two directors and report to the Executive Team. They will be expected to work autonomously in accordance with agreed policies and procedures, participating fully in Management Team meetings. Communication and organisational skills are key. Reporting and KPI requirements will be subject to change, but initially include the following:

Type	Description	Reported
<i>Reporting</i>	Identify key road safety contacts within the UK public sector and close gaps. Tag contacts according to their roles and interests.	Quarterly
<i>Reporting</i>	Build contacts lists within new priority sectors	Quarterly
<i>Reporting</i>	Produce monthly statistics covering the number of new leads generated and contacted	Quarterly
<i>KPI</i>	Convert 3 leads per week through to a sales presentation	Quarterly
<i>Reporting</i>	Create and maintain a series of planned sales pitches including support materials for a defined list of products.	Quarterly
<i>Reporting</i>	Identify specific technical sales requirements and delivery team experts required for support	Bi-Annual
<i>KPI</i>	Contact all clients with product sales of over £XXXX three months before renewal	Quarterly
<i>Reporting</i>	Establish a central customer support email address and publicise it to clients	One-off
<i>KPI</i>	Complete customer satisfaction surveys for [INSERT CRITERIA HERE] projects	Quarterly
<i>Reporting</i>	Product Master updates and changes to be reported and communicated to the team through quarterly team meeting training sessions	Quarterly
<i>KPI</i>	A list of all product masters should be maintained and content reviewed every six months.	Bi-Annual
<i>Reporting</i>	One staff training session per month focussing a specific product or area of commercial activity	Quarterly

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Person Profile

Title: Sales Manger

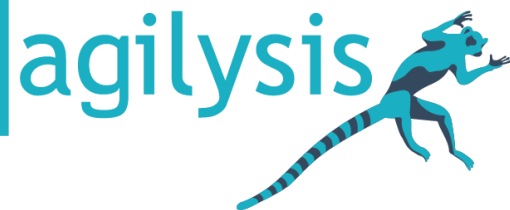
Business Competencies

Scale 0 - 4	Expected level of competence
Strategy and planning	3
Commercial awareness	4
Service provision (contract management, accounts, etc)	4
Leadership and initiative	3
Changing and improving	3

Education, Training & Qualifications

Scale 0 - 3	Expected level of competence
Educated to GCSE level or equivalent	3
Educated to A-Level or equivalent	3
Relevant University degree	2
Relevant professional qualification or certified training	2

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Key Competencies

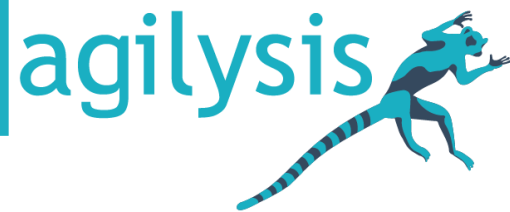
Scale 0 - 4	Expected level of competence
Collaboration and communication skills	3
Organisational and time management skills	2
Ability to curate and implement procedures and processes	2
Microsoft Office Suite and basic IT literacy	3
Flexible working	3
English language skills, both written and verbal	3
Administration (Contracts, appraisals, Ts & Cs, general paperwork/documentation, etc)	4
Full driving licence and use of a car*	3

*Scale 1 - 3

Management Competencies

Scale 0 - 4	Expected level of competence
People	3
Projects	1
Finance	2
Change	3
Risk	1

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Knowledge and Skills

Key Experience and Knowledge	Key Skills
Road safety knowledge	Advanced MS Excel
Organisation, administration and delivery of public events	HubSpot CRM
Strong sales and client account management background	MS Teams (inc MS Planner)
Previous managerial experience preferred	

Approval and Review

A handwritten signature in black ink, appearing to read "A. Butler", is written over a white rectangular box.

Signed:

Date: 13/03/2025