

# Job Description

<b>Job Title:</b>	National Sales Manager
<b>Reports To:</b>	Sales Director
<b>Business Unit:</b>	Hobart UK Equipment
<b>Location:</b>	Field Based
<b>Purpose of Job:</b>	To successfully manage the National Account portfolio and team to deliver annual revenue & profit targets by proactively managing great customer and commercial relationships in line with our Enterprise Strategy
<b>Responsible for:</b>	Direct account management of our single biggest customer and the leadership of the National Account portfolio and National Account Team
<b>Direct Reports:</b>	4

## Position Responsibilities

- Drive the achievement of sales targets and delivery of strategic plan objectives.
- Manage directly the largest national account customer, ensuring the joint business plan delivers sustainable, profitable growth and is aligned to relevant CBI programmes (Customer Back Innovation) and achieves good multi stake holder relationship management.
- Coach & develop team to successfully use the sales toolbox, ensuring the appropriate account plan is in place and aligned to annual and long-term objectives for both our business and our customer.
- Maintain high standards of sales discipline and performance across the team, tracking KPIs and ensuring high levels of commercial engagement and customer experience is achieved.
- With team, proactively identify, prioritise, prospect, and secure new business opportunities, maintaining a strong pipeline of potential sales that maintain a healthy portfolio in line with sales targets and business objectives.
- Collaborate with marketing to create compelling proposals and presentations for key national accounts customers.
- Manage and update CRM databases regularly, ensuring accurate and actionable customer and sales data, including monthly sales forecast and insights to support performance.
- Provide ongoing training and development to the national account sales team, promoting a culture of continuous improvement and high performance.
- Monitor and develop commercial capabilities of the sales team, creating clear business proposals that meet the KPI's, budgets and strategic plans of business whilst driving for growth and a customer experience that reflects our values and strategic intent.
- Ensure compliance with all company policies such as, but not limited to: health and safety, equal opportunities, anti-bribery, and data protection and so on.
- Always represent the company professionally, maintaining integrity, passion, be a good brand advocate
- Effective proactive communication to Sales Director and wider senior team, including close collaboration with the Regional Team as appropriate.
- Lead the Customer back Innovation pipeline for National customers, work closely with Product Managers, Sales Director, and factories to develop customer led value propositions linked to our CBI programme and customer joint business plan.

## Commercial Responsibilities

- Oversee National account P&L, ensuring effective management of sales budgets, customer performance and mix, plus expenditures in line with company goals.



- Ensure pricing strategies are implemented correctly, maintaining profitable margins, implementing price increases as required, leading negotiations, and adhering to agreed discount structures.
- Proactively and regularly report to the Sales Director and other stakeholders on sales performance and strategic issues through business cycle process.

### **Performance Management**

- Lead and coach the national sales teams to success, setting clear goals and performance metrics working collaboratively and proactively as a cohesive team.
- Create, progress, and maintain team development plans through monthly 121's and quarterly reviews, utilising the Talent programme and toolbox.
- Foster a motivational and inclusive work environment that attracts, retains, and develops top talent.
- Support the health and well-being of team members and drive initiatives to enhance team performance and satisfaction.
- Minimum one day per month in trade with each team member to provide feedback and continuous improvement.

### **Key Skills and Attributes**

- Can demonstrate growth mindset behaviours through strategic thinking and sales execution.
- Adaptable and have an agile way of working, a can-do attitude.
- Demonstrated leadership with a history of meeting or exceeding sales targets; a strong commercial lead
- Strong business development and strategic account management skills.
- A consultative, solution-based approach to selling demonstrated through collaborative working both internally and externally, developing strong relationships with different stakeholders.
- Excellent communication and presentation skills; persuasive.
- Ability to analyse data and derive insights that guide business decisions and provide clear recommendations.
- Self-Learner (continuous improvement mindset)
- Highly organised and capable of multitasking in a dynamic environment.
- Full driving license and willingness to travel nationally and internationally as needed.

### **Development**

Hobart UK has an active Talent Program and is an equal opportunities employer. ITW (Illinois Tool Works Inc.) operates across several different industrial segments, which may offer opportunities for professional growth within the company dependent on the commercial needs of the business and individual performance.

### **Acknowledgment**

This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment. By signing below, you are agreeing that you have received a copy of this Job Description:



Employee Signature
Printed Name
Date

