



UNDERFLOOR  
HEATING



HEAT  
PUMPS



SOLAR  
THERMAL



UNDERFLOOR & RENEWABLES

## Regional Manager

### Role Description:

To manage and co-ordinate a remote team of Field Sales Managers, ensuring that individual area sales targets are met across the team, as well as being responsible for the training and development requirements of the individuals within the team and the implementation of sales strategy. You will also take the lead role in Key Account Management and the management of our Registered Installer network across your region.

**Responsible to:** Head of Sales & Marketing

**Responsible for:** Field Sales Managers

**In this role you will be expected to manage a team of field salespeople to ensure that they are effective in the development of their individual territories. You will drive sales performance - motivating team members to maximise sales and meet all targets through effective specification sales and developing customer relationships, including with our Registered Installer network.**

**You are expected to travel between each area in your Region to provide on-going support, training and advice to Field Sales Managers in order to maximise their productivity and profitability. You will also work closely with the Head of Sales & Marketing to improve policy and working practices of the team, and identify and feedback opportunities for regional and national business growth.**

**You are expected to maintain an excellent understanding of Nu-Heat products and those of competitors and should have a good understanding of the legislation affecting the renewable/UFH market. You will ensure high levels of focus and motivation within the field sales team while ensuring the provision of an exceptional level of customer service.**

Key Responsibilities	Activities
<b><i>Effective Staff Management</i></b>	<ul style="list-style-type: none"> <li>• Maintain daily contact with each Field Sales Manager in your Region</li> <li>• Maximise the efficiency of the Field Sales team through monitoring the output and logistics of FSMs to maximise the ROI</li> <li>• Ensure team development needs are met and provide training as required</li> <li>• Motivate team members to maximise performance</li> <li>• Effectively communicate and train the company's product sales policy to all team members</li> </ul>
<b><i>Manage Customers</i></b>	<ul style="list-style-type: none"> <li>• Focus on, and support the management of top spending customers and the installers on our R.I network in your region</li> <li>• Take the lead role in Key Account Management, personally managing selected major Key Accounts and supporting the FSMs in building relationships with key accounts to establish an excellent experience of Nu-Heat.</li> <li>• Build effective relationships with our network of Field Service Engineers (FSEs), and facilitate a joint approach between our FSMs and FSEs to effective customer relationship management</li> <li>• Ensure FSMs maintain contact with their most important repeat customers</li> <li>• Promote cross-sales team alignment, ensuring communication is shared quickly and accurately and also logged on our CRM</li> </ul>

<p><b><i>Coaching and developing the team</i></b></p>	<ul style="list-style-type: none"> <li>• Motivate and coach the team, keeping them engaged with the sales strategy and overall business objectives</li> <li>• Ensure team members have the support and skills required to carry out their roles effectively</li> <li>• Identify and implement process improvements that will aid the team</li> <li>• Carry out the team's 1-2-1s and PDRs, identifying whether individuals' motivators are being met and any development needs to support them in their role</li> <li>• Set objectives for each individual in the team in line with business priorities</li> <li>• Drive change in the sales team where you feel we can improve efficiency and performance</li> </ul>
<p><b><i>Contribute to Company Development</i></b></p>	<ul style="list-style-type: none"> <li>• Work closely with the sales and marketing leadership team to align activities, identify business opportunities and share expertise</li> <li>• Ensure FSM's monthly sales reports are produced and use these to produce a monthly report for the Head of Sales &amp; Marketing highlighting current competitor, customer and market activity and upcoming priorities</li> <li>• Take responsibility for managing and staffing a proportion of our Trade shows around the country</li> <li>• Actively participate in company meetings where required and strive to meet the deadlines on any actions set in them</li> <li>• Feedback ideas from you or your team on how to improve internal efficiency or our product range</li> </ul>
<p><b><i>Technical Skill and Knowledge:</i></b></p> <ul style="list-style-type: none"> <li>• Field sales management experience</li> <li>• Field sales experience</li> <li>• Well-developed interpersonal, networking and negotiating skills</li> <li>• Able to manage and prioritise the workload of a team to ensure efficiency and productivity</li> <li>• Able to manage a remote team</li> <li>• H&amp;V industry knowledge</li> <li>• Under-floor heating and renewables experience is desirable</li> <li>• Independent self-starter</li> <li>• Excellent levels of customer service</li> <li>• Valid UK driving licence</li> </ul>	