



VDC TRADING LIMITED, VDC HOUSE, 4 BRANDON ROAD, KINGS CROSS, LONDON N7 9AA, ENGLAND
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Job Description

Position Title: UK (Internal) Sales Manager

Core Job Description:

VDC are the market leaders in the field of supplying and supporting the Professional Audio, Video and Broadcast, Marine and Construction industries with cables, connectors and related ancillaries, including bespoke and turnkey solutions.

The business has both potential and appetite to grow in a range of areas and the role of the Sales Manager is to support the Managing Director in the delivery of these ambitions.

This is a “player” management role where you will be accountable for driving a growing team (5 team members initially) of desk based sales staff. You will need to manage own accounts plus management responsibility for the overall team and team performance against sales targets.

The core of the role is to two-fold:

- I. To lead, manage and develop a growing team of Customer Relations Executives and Account Managers responsible for building, converting and managing a pipeline of opportunities - and for providing clients with a dynamic and professional service, in keeping with company-wide values.
- II. To manage your own portfolio of business (existing customers and new business prospects) and through relationship building, identify their needs and promote the class-leading products VDC Trading has available.
- III. Guide and coach best practice in desk based selling.

Key Responsibilities & Tasks:

To recruit, motivate, develop, manage, lead and inspire the sales team to deliver UK sales revenue objectives, meet Key Performance Indicators (KPIs) and associated targets and consistently provide excellent customer experiences.

- Delivery of UK / domestic sales revenue objectives via existing and new client accounts.
- Lead through personal example, displaying superior selling and processing skills and knowledge.
- Work to individual and team daily, weekly and monthly targets and KPIs.
- Take ownership of a growing sales team, supporting colleagues and contributing to the atmosphere on the sales floor. Provide direction and communication to the sales team to ensure the attainment of business goals.
- Through on-going product training and new product introduction, update and up-sell clients on beneficial product developments to their greatest advantage.
- Maintain the company's CRM: reporting of call activities, entering new client records, sales-order processing etc., ensuring “clean data”.
- Provide excellent customer support and response via telephone, electronically, or in person.



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- Oversee the development and implementation of key customer account plans.
- Recognise and recommend improvements to existing processes and procedures in order to improve performance and team effectiveness.
- Produce regular reports and business updates as required.
- Complete tasks requested by the Managing Director in support of the business.

Direct Client Involvement:

- Maintain the key relationship with a number of key clients (named list TBC).
- Support wider customer account relationships as necessary.

Person Specification:

- Dynamic, highly confident, articulate, and driven to succeed.
- Ability to communicate effectively and fluently in English.
- Ability to identify and address team training and development needs.
- Hands-on approach to take an active role in sales and servicing customer's needs.
- Ability to learn a vast array of products
- Customer oriented and results focused, can-do attitude

Essential Skills and Experience:

The ideal applicant is likely to come from a background where they will have worked in a tele-sales, inside sales, or internal account management orientation. Also, it is essential that they have direct sales management experience and a proven sales track record to assist in managing the team.

- Minimum of two years' experience of growing and developing a sales team
- Proven track record of delivering results and leading a team to deliver results
- Understanding of and the ability to facilitate sales processes
- Experience in selling a "tangible" product
- Experience in a fast paced environment
- Team builder, strong relationship management (internal & external)

Position details:

Title UK (Internal) Sales Manager
Salary TBC
Location London, N7
Job type Permanent

Reports To Managing Director
Reports In Account Managers x [4]
Telesales Account Executives x [1]

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