**SELWOOD LTD**

**POSITION DESCRIPTION: Regional Accounts Manager**

**LOCATION:** Supporting Branches

**POSITION PURPOSE:** This role is responsible for promoting and developing profitable hire revenues by visiting sites and regional offices of national account customers, building meaningful local relationships. By identifying and maximising revenue streams from key projects within the region, whilst ensuring clients receive a seamless and professional service promoting the utilisation of the best technical solutions to their pumping requirements.

**RESPONSIBLE TO:** Regional Sales Manager

**REGULAR CONTACTS: External** Customers – new, existing, and National accounts

Local Business Groups

**Internal** Director of Special Projects & Solutions

Director of Product Service & Excellence

Fleet Support Managers

Sales Managers and Sales Teams

Solutions Director, PMs and Solution Teams

Operational Managers

**MAIN RESPONSIBILITIES:**

* Manage and maintain relationships with Key Accounts and establish and develop client interfaces, build and nurture relationships through gaining their trust and confidence in you and in our products and our company.
* Working collaboratively across the whole sales organisation and Workdry Group to build, maintain and develop profitable business relations.
* To understand, manage and monitor existing clients spends, utilising depot prod turns in conjunction with the Branch Manager and Hire Manager / Controller.
* Attend customer meetings at as early a stage as practicable to ensure a thorough understanding of their projects and to work with them to identify potential solutions.
* Deliver knowledgeable presentations to customers in a professional manner, both face to face and online. Be fully confident in our range of products and services.
* Work closely with the customer’s internal teams, to ensure a combined effort to achieve the best solutions and outcomes and provide quotations that are timely and accurate.
* Continually seek out related business and identify sustainable business opportunities for the future.
* All customer KPIs are achieved and truly reflect the customer’s satisfaction regarding the service given.
* Work closely with the Selwood Technical Solutions team. Providing clear two-way communication, always enduring understanding.
* Attend client review meetings where applicable to maintain positive relationships and address any issues which may arise.
* Work with internal stakeholders to produce account management documentation and accurate ad-hoc reports for Business Development Directors and Sales Director as and when required

**General**

* Acquire and maintain an in-depth knowledge of the pump range and services we can offer.
* Keep up to date with changes in technology and development in the customer’s industry sector and our own.
* Provide a customer-centric approach with all clients to generate new business and to maintain current client accounts.
* Responsible for managing several customer accounts, completing business as usual activities with these accounts.
* Collaborate with key stakeholders to achieve business objectives whilst maintaining strong customer, client relationships.
* Support Installations when and as required, to support clients and business generation.
* Be an effective member of the team communicating with all to seek out and maximise the hire revenues.
* To support, manage and maintain the Company’s 24/7 service offering as is reasonably practicable.
* Always adhere to the company’s SHEQ procedures.
* Lead by example and continuously promote the company’s Core Values and Mission Statement.

*The main responsibilities are outlined above. This is not a definitive list, and other tasks/activities may be necessary as the company’s commercial activities require.*

**QUALIFICATIONS & EXPERIENCE:**

**Essential:**

* Demonstrable knowledge of principles and methods for driving growth in a sales and rental orientated business.
* A proven history within a sales environment which will have included prospecting and client visits and managing key accounts.
* Able to demonstrate the ability of achieving credible results/wins one-on-one with customers and team members, through providing a clear framework for accelerating profitable growth.
* Strong communication and negotiation skills, both written and verbal, with the ability to deliver professional and clear presentations, both online and face to face.
* Excellent planning and organising skills, with the ability to ensure efficient and effective daily time management.
* Demonstrates a professional approach to the role, with the confidence to challenge the status quo and seek continuous improvements to our ways of working.
* Demonstrate an ability to build relationships and work collaboratively with both internal and external stakeholders to achieve business goals.
* Enthused by great results, self-motivated and driven to exceed targets.
* Willingness to learn and ability to absorb information on our wide product base.
* Intermediate MS Office skills (including Excel, Outlook, and Teams Communications).
* IT proficient – experience with sales management systems and internal systems.
* Holder of a full driving licence and happy to travel regularly within the UK.

**Preferred:**

* Knowledge or experience of the Pump Hire or equipment Hire industry.
* A previous background in pump rental or pump sales.