



lauraluindustry.co.uk
info@lauraluindustry.co.uk
01827 215217

Vacancy

Area Sales Manager (Southern UK Region)

Job Summary

Lauralu UK Ltd provides temporary and semi-permanent buildings & canopies to the industrial, retail, sports & leisure, and education sectors. Lauralu UK have over 25 years experience of delivery in the UK and is one of the main providers who manufacture, deliver and install their own range of buildings.

Based from our Measham Depot, Lauralu UK employs a small but rapidly expanding team. Lauralu UK is part of a larger group with premises and HQ in France and also in Spain. Expansion of the team, and business growth has led to the creation of this role to help vital day to day sales activities and work with the Business Director and the rest of the team in helping expand and grow the business.

Working within your designated Geographical Territory all Lauralu UK Area Sales Managers are employed to generate Hire & Sales revenue by implementing and executing strategies to achieve sales targets. Geographical Area is shown as Orange on the Lauralu UK sales map.



Main Responsibilities & Duties

- To achieve Hire and Sales targets for Lauralu UK products through individual customers and repeat users.
- To plan sales coverage of the area to ensure that all customers are contacted at the required frequency.
- To ensure that all sales enquiries generated are thoroughly followed up to achieve, at targeted conversion ratios, the required sales targets.
- To be aware of all potential new sales outlets and to ensure that these are contacted and developed.
- To update and maintain the company's CRM system on a daily / weekly basis.
- To prepare sales forecasts for the region as required by management.
- To keep the Business Director informed of competitors activities and market trends.
- To actively pursue areas of Business Development within the given territory.
- Maintain in good and safe condition Company assets under their control and observe the Company procedures at all times.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

The Area Sales Manager is required to carry out any additional duties that match their skills as per management instruction to meet business needs. This job description is subject to change from time to time as the job evolves in line with business needs.

Finally, the Area Sales Manager must conduct business in a fair and ethical manner protecting the Company's best interests at all times. A high degree of initiative, self motivation and dedication are essential for long term success in the role and the need for tact and diplomacy in dealing with colleagues whose cooperation he may depend upon.

Skills & Qualifications

ESSENTIAL

- Min level qualification at HND/HNC level
- GCSE Level A - C in Maths & English
- Experience of working as part of a team
- Experience of managing a site team
- High attention to detail
- Working under pressure and to tight deadlines
- Highly organized

DESIRABLE

- Experience in temporary building industry or similar e.g. construction
- At least 3 years previous experience in a similar role

Salary & Benefits

- Competitive salary offered - dependent on experience
- Company Pension
- Company Car
- Full PPE
- Ongoing training
- Phone
- Laptop

Equal Opportunity

All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

To Apply

Please email your CV and a cover letter which explains more about you and your interest in this role to enquiries@lauraluindustry.co.uk