

JOB DESCRIPTION

Title: Area Sales Manager

Date: May 2025

1. Job Output:

Achieve territory sales targets. Contribute towards profitability through increased project specification conversion, sales of the full system portfolio including Sonify and grid systems. Strengthening distributor and contractor loyalty, with particular focus on Pinnacle Partners. Actively promote and drive growth strategically.

2. Key Processes (Ownership/Participation):

Distributor Branches

- Achieve gsv, m2, price and product mix budgets for the region
- Responsibility for budget achievement within own territory
- Ensure Zentia products stocked ahead of competitor material.
- Guide branches to appropriate stock holding of Zentia product to maximise on regional specification/project opportunities
- Agree annual business plans and targets with distributors in conjunction with Sales Management
- Execute National Distributor Partner Strategy (as set out by Sales Management) on a local territory basis.
- Build strong personal relationships with distributor partners

Pinnacle Partners

- Responsibility for managing partners in territory
- Strive to identify and establish new partners
- Develop robust 2-way mutual business plans with each active PP
- Record all plans and activity via CRM
- Proactively introduce Zentia specifications to partners and track together through to order
- Establish regular call cycle and business planning sessions with each PP
- Promote new Zentia solutions first to PP's in order to gain early traction on potential existing project opportunities
- Where possible track Zentia spend via distribution

Sub-Contractors (non-Pinnacle)

- Identify influential non partner specialist contractors in territory. Consider introduction to the scheme with mutually beneficial results
- Collaborate with non PP's that are involved with Zentia project specifications
- Introduce new Zentia solutions to this group

Main Contractors

- Build strong relationships with key regional Main Contractors.
- Liaise with supply chain partners in order to maximise main contractor agreements.
- Introduce new products and services
- Promote Pinnacle programme at every opportunity

General

- Visit sites to secure/maintain Zentia specifications.
- Follow specification to order process on all projects within territory
- Develop comprehensive knowledge of competitor products and strategies
- Introduce new products into territory
- Develop strategy to achieve own territorial targets
- Effective expense control and company car maintenance
- Manage any product issues through the current procedure set by Sales Management
- Apply full technical and product knowledge to fit customer need
- Actively promote product range through seminars, promotions, presentations, exhibitions etc
- Actively change competitive specifications to Zentia
- Work closely with Area Specification Manager to maximise opportunities in the region

3. Organisational Relationships:

- Report to UK Sales Manager - North

Leadership Accountabilities:

- Regular travel with UK Sales Manager – North for coaching purposes

4. Key Customers and Suppliers:

External

- Pinnacle Partners, non-PP specialist sub-contractors, Main Contractors, and Distributors

Internal

- Sales management, Regional team, Internal Technical Sales, Customer Order Services

5. Measurement of Effectiveness:

- Achieve M2/NSV target
- Minimum 15 appointment calls per week registered on CRM system
- Ratio of appointment visits to be measured by customer group
- Manage approximately 100 key projects following the Spec – Track – Close process
- Distributor development programme – personnel training, market analysis, new product introductions
- Demonstrate genuine growth from Pinnacle partners

6. Value Added Activities:

- Continuous review of distributor base and analysis of potential new sub-contractor partners (Pinnacle's)
- Develop contacts within major main contractor organisations.