

Area Sales Manager - Plant

Job title: Area Sales Manager - Plant
Reporting to: Head of Sales
Location: Cranford Road, Burton Latimer with UK wide travel
Hours: Monday – Friday 0800-1730

Bennie Plant summary:

Bennie can trace its origins with Plant back to the 1930s when Peter Bennie founded the business. Bennie Plant builds on decades of plant experience; leveraging our heritage, expertise and the superb infrastructure we have in our team, facilities, and of course plant fleet, to provide operated plant hire, servicing and sales across the UK.

Bennie Plant is Part of The Bennie Group, and works alongside sister companies Barton, Boughton, Peter Bennie and Bennie Equipment with plant sales & hire solutions.

JOB ROLE

Reporting to the Head of Sales, your key responsibility is the growth of the Midlands sales region.

The area already hosts an existing client portfolio but ultimately the success of the role hinges on 80% New Business Development and 20% Account Management of our existing customer base.

We are looking for candidates that come from a Construction background and ideally within the Plant hire and sales sector.

You will play a key role in all stages of the sales process, including initial prospecting, appointment making, customer presentations and demonstrations through to ultimately closing the deal.

The efficient planning and management of the territory is as crucial as your work ethic, drive and enthusiasm.

Offering a Consultative approach, working across all levels from shop floor to board level, you will develop a thorough understanding of each prospect or customer and their operations, looking for opportunity to secure new business, develop further business or provide additional value.

We are looking for an individual who can demonstrate a successful sales track record within the plant or aligned industry.

We place emphasis on career stability and therefore look for an employment history that demonstrates this. You will be a self-starter and have a strong work ethic, high energy, drive and determination.

RESPONSIBILITIES

- Visit potential customers for new business
- Visit existing customers to upsell and develop the relationship
- Provide customers with quotations
- Negotiate the terms of an agreement and close sales
- Co-ordinate plant and operator hires
- Gather market and customer information
- Identify new markets and business opportunities
- Record sales & activity on a CRM
- Analysis of CRM for sales opportunities

The above list of responsibilities is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post. As well as other duties relevant to your experience.

COMPETENCIES

- Candidates should have 3-5 years' experience of plant hire and/or sales
- Strong new business development skills.
- Effective account management / development capabilities.
- Personable – ability to build strong relationships.
- Strong presentation and customer facing skills (written and verbal presentations, equipment demonstration, price negotiation and objection handling).
- Commercial acumen (need identification, market awareness, competitor awareness).
- Solution sales ability.
- Numerically competent.
- IT skills (Microsoft Office, email, CRM.).
- Excellent organisational skills (specifically territory planning, time management and working to deadline).
- Ability to absorb client information and communicate features and benefits to customers

WHAT WE OFFER

Remuneration:	We offer a competitive salary and incentive
Holiday:	24 days holiday + 8 days statutory.
Pension:	Statutory Pension contribution.
Development:	We are committed to investing in our people, so we invest in you. Development is in your hands and we want to enable this so your progression at Bennie is only limited by what you want to achieve.
Recognition scheme:	That culminates with our annual award ceremony.
Socials:	Join us for our bi-annual socials, where you really are part of the family.
Wellbeing:	Weekly B-Fit classes in a group fitness session
Finally,	Our long-standing family tradition, of giving staff a Christmas turkey