

Job Title: SALES MANAGER

Reports to: Managing Director

**Job Purpose:**

Sales - recruitment of new members to the Chamber and selling Made in Cumbria membership.

**Principal Responsibilities - Sales:**

- Recruitment of new members to the Chamber
- Selling Made in Cumbria membership

**Other Key Responsibilities - Commercial Activity:**

- Commercial development – encourage participation in Chamber activities (including the Growth Hub)
- Raising the profile of Cumbria Chamber
- Protecting the reputation of Cumbria Chamber
- Working with the MD and the Chamber team to develop strategies for engaging with the business community
- Promoting business support projects to potential clients
- Other activities as required to support the work of Cumbria Chamber

**Key Accountabilities:**

- Planning and organising
  - Efficient recording of information
  - Efficient reporting of activity
  - Effective management of own time and activities
  - Prompt follow up of all supplied opportunities and leads
  - Generating own prospects and leads
- Internal and external relationships:
  - Developing and maintaining effective working relationships with the rest of the Chamber team
  - Developing and maintaining effective relationships with members, potential members and the wider business community
  - Developing and maintaining good relationships with stakeholders
  - Managing customer expectations
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**Knowledge, Skills and Experience Needed:**

- Demonstrable successful track record in B2B sales
- Demonstrable experience in business development & sales in a business environment
- Experience in engaging with business at senior level
- Good negotiation skills
- Ability to develop and maintain effective relationships with a wide variety of organisations
- Experience in planning, scoping and managing own time and activities
- Strong communication skills
- Team player – working with internal teams and external contacts

**PERSON SPECIFICATION**

**JOB TITLE: Sales Manager**

COMMUNICATION SKILLS	Essential	Desirable	How Tested
Strong oral & written communication skills	/		AF/I
Good negotiation skills	/		AF/I
Ability to develop and maintain relationships with a wide variety of organisations	/		AF/I
<b>QUALIFICATIONS</b>			
The right skills and experience are more important for this role than formal qualifications	/		AF
<b>WORK EXPERIENCE/JOB SKILLS</b>			
Demonstrable successful track record in B2B sales	/		AF/I
Experience in engaging with businesses at senior level	/		AF/I
Ability to explain a mix of services and offers effectively and achieve take-up	/		AF/I
Ability to develop relationships	/		AF/I
Broad ICT competencies	/		AF/I
Sound administration skills	/		AF/I
Team player – working with internal teams and external contacts	/		AF/I
<b>MANAGEMENT/SUPERVISORY STYLE</b>			
Ability to manage own time and activity on a day to day basis	/		AF/I
Ability to deliver against targets and objectives	/		AF/I
<b>PERSONAL QUALITIES</b>			
Self-motivation, personal drive and enthusiasm	/		AF/I
Ability to work under pressure and to tight deadlines	/		AF/I
Robust, straightforward and target focussed	/		AF/I
Self-confident and a quick learner	/		AF/I
Commercial acumen	/		AF/I
<b>OTHER ATTRIBUTES</b>			
Valid UK driving licence	/		AF
Ability and willingness to work flexibly	/		AF/I

**How tested: AF= Application Form, I = Interview**