

Job Title: SALES MANAGER

Reports to: Head of Membership & Commercial

Job Purpose:

To drive the growth of Cumbria Chamber of Commerce by recruiting new members and promoting Made in Cumbria memberships, contributing to the Chamber's commercial objectives and enhancing its regional influence.

Principal Responsibilities – Sales:

- Proactively recruit new members to Cumbria Chamber of Commerce.
- Promote and sell Made in Cumbria memberships to businesses.
- Identify and convert sales opportunities to meet membership and revenue targets.

Other Key Responsibilities – Commercial Activity:

- Encourage business participation in Chamber activities, including the Growth Hub, events, and networking opportunities.
- Enhance the visibility and reputation of Cumbria Chamber across the business community.
- Collaborate with the Head of Membership & Commercial and the Chamber team to develop innovative strategies for business engagement.
- Promote business support projects and services to potential clients.
- Support additional Chamber initiatives as needed to advance organisational goals.
- Any other activities required to support the Chamber more widely

Key Accountabilities:

- Planning and Organisation.
- Maintain accurate and efficient records of sales activities and customer interactions.
- Provide timely and insightful reports on sales performance and pipeline.
- Manage time and activities effectively to prioritise high-value opportunities.
- Follow up promptly on leads and opportunities provided, while also generating own prospects.

Internal and External Relationships:

- Build strong, collaborative relationships with Chamber colleagues to align efforts.
- Develop and maintain effective connections with members, prospective members, and the wider business community.

- Foster positive relationships with key stakeholders, including local businesses and partners.
- Manage customer expectations to ensure high satisfaction and long-term engagement.

Knowledge, Skills, and Experience Needed:

- Proven track record of success in B2B sales, ideally within a membership or service-based organisation.
- Demonstrable experience in business development and sales within a commercial environment.
- Confidence engaging with senior-level decision-makers and stakeholders.
- Strong negotiation and influencing skills to close deals effectively.
- Ability to build and sustain relationships with diverse organisations and individuals.
- Excellent organisational skills, with experience in planning and managing workloads independently.
- Exceptional communication skills, both written and verbal, with the ability to present compelling propositions.
- Collaborative team player, comfortable working with internal teams and external partners.
- Knowledge of the Cumbrian business landscape is desirable but not essential.

Personal Attributes:

- Self-motivated with a proactive, results-driven mindset.
- Resilient and adaptable, thriving in a fast-paced environment.
- Passionate about supporting local businesses and contributing to Cumbria's economic growth.

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
QUALIFICATIONS			
The right skills and experience are more important for this role than formal qualifications	/		AF
WORK EXPERIENCE/JOB SKILLS			
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
MANAGEMENT/SUPERVISORY STYLE			
Ability to manage own time and activity on a day to day basis	/		AF/I
Ability to deliver against targets and objectives	/		AF/I
PERSONAL QUALITIES			
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
OTHER ATTRIBUTES			
Valid UK driving licence	/		AF
Ability and willingness to work flexibly	/		AF/I

How tested: AF= Application Form, I = Interview