



## REGIONAL SALES MANAGER

*Peerless-AV, Unit 2 Curo Park, Frogmore, St Albans AL2 2DD*

Type: Permanent

Salary: Competitive plus car/car allowance & benefits

Available: Immediately

Location: Northern England

Please apply to [HR@Peerless-av.eu.com](mailto:HR@Peerless-av.eu.com)

### ABOUT US

Peerless-AV is Europe's leading digital signage manufacturer, and as a business we provide digital signage and AV mounting solutions across a range of vertical markets via our channel partners. Our European HQ is based in St Albans, Hertfordshire and from here we supply customers in the UK, Europe, Middle East, and Africa.

### THE ROLE

An opportunity has arisen within our respected, high energy Professional Division for a Regional Sales Manager to join the team. The position reports into the Director of Sales UK and the successful applicant will assist and manage our Northern UK, Scottish and Irish reseller accounts. You will be responsible for the promotion and sale of Mounting and Technology Solutions via resellers and distribution partners. The role includes regular travel, and our sales staff are expected to attend international and domestic trade shows. You may often be staying away from home overnight and the role would be suited to an outgoing and self-motivated individual who enjoys meeting new people. The successful candidate will possess a positive attitude and a gregarious personality aligned with relevant industry experience and will be expected to develop sustainable working relationships with new and existing Resellers / Distributors, Integrators and Consultants, Sales Management, Marketing Communications, Sales colleagues and Product Managers.

### KEY RESPONSIBILITIES

- To be a brand ambassador for a great global brand and represent the company at industry events, shows and exhibitions.
- Develop and implement the long-term business strategy through agreed sales channels to achieve sales and profit targets.
- Provide support to the dealer/distributor by way of relationship management, sales promotions, marketing initiatives and training.
- Broaden the business opportunities by investigating and developing as appropriate, all options for route to market.
- Leverage partnerships pro-actively, both current and new.
- Consider marketing/creative ideas and suggestions for improvement of account performance using budget funds efficiently.
- Present activity and performance results at sales meetings to contribute towards accurate sales forecasting.
- Collate competitor activity and feedback to sales management and business as required.
- Develop and maintain a consistent and thorough understanding of product and industry knowledge to ensure a consistently elevated level of representation within the account and prospect bases.
- Quickly and accurately complete all administration requests as specified by management/head office.
- Constantly monitor performance against unit and revenue targets.
- Updating inhouse CRM application regularly and accurately
- To complete any other duties as they become relevant or as requested.

SKILLS REQUIRED
<ul style="list-style-type: none"> <li>• Outgoing and personable with a high degree of self-motivation, Capable of communicating and influencing at all levels, in any environment</li> <li>• A proven track record of sales and managing individual accounts. Experience of selling to resellers, system integrators and distributors.</li> <li>• A good technical understanding of AV/IT Technology and industry trends</li> <li>• Track record of achieving budget and demonstrating good business acumen and strong financial skills.</li> <li>• Good Standard of PC literacy.</li> <li>• Good communication skills in all aspects – verbal and written skills</li> <li>• Excellent presentation skills to all levels</li> <li>• Relationship builder, able to win the trust and respect of all internal and external customers. Ability to develop existing and potential accounts</li> <li>• Outgoing and personable with a high degree of self-motivation, capable of communicating and influencing at all levels, in any environment</li> <li>• A flexible “can-do” approach that is adaptable and open to change</li> </ul>
DESIRED EXPERIENCE
<ul style="list-style-type: none"> <li>• Experience in the IT/AV Industry</li> <li>• An up-to-date knowledge of technology and trends</li> <li>• Excellent presentation skills - verbal and written</li> <li>• Understands and utilises analysis and reporting techniques</li> </ul>
QUALIFICATIONS
<ul style="list-style-type: none"> <li>• Full driving licence</li> <li>• IT Skills in MS Office &amp; CRM system</li> </ul>