



JOB DESCRIPTION

JOB TITLE: Territory Manager

LOCATION: Home office based

REPORTS TO: General Manager

Job Purpose

Reporting to the General Manager, the Territory Manager is responsible for organising, controlling and directing the activities of whole goods retailing to business customers to achieve financial targets and strategic objectives.

You are the operational day to day contact for the retail of whole goods to the customer and with internal stakeholders.

The Territory Manager is responsible for ensuring a consistent, profitable growth in sales revenues within a defined geographic area.

Key Result Areas

- Maintaining and increasing sales of Pottinger products
- Managing the existing dealer accounts
- Reaching or exceeding the targets and goals set for the territory area
- Providing account management within the existing territory
- Developing sales strategies and setting targets
- Establishing, maintaining and expanding customer base
- Increasing business opportunities by actively identifying new prospects
- Servicing the needs of your existing customers
- Keeping up to date with full Pottinger product range
- Have good understanding of competitors and wider market
- Handle customer complaints immediately and according to company guidelines
- Strive for harmony and teamwork with all other departments

Duties & Responsibilities

- Manage and develop the Pottinger dealer network within designated territory
 - Involving the initiation of business plans
 - Meeting or exceeding target objectives
- Implement initiatives to grow sales in the territory and look for new outlets
- Manage the commercial process in line with company objectives
- Ensure dealer visits are carried out and planned on a regular basis
- Sales order creation & quote generation using POTIC application
- Advise dealers on technical aspects of Pottinger machinery
- Manage and oversee the financial aspect of dealer accounts ensuring dealer debt days are kept to a minimum
 - Liaising with credit control both internal & external
- Attendance at Agricultural shows both regional and national:
 - Compiling action plans & build up agendas
- Liaising/assisting dealers with events including:
 - End user visits and demonstrations
 - Group customer visits to company factories in Europe
 - Training events both in UK & Europe
 - Open days/evenings
- Maintaining strong working relationships with internal & European teams
- Production of weekly reports
- Production of PowerPoint presentations for both dealers and end user
- Maintain stock and inventory records of machines, brochures and magazines at the dealers.
- Be involved in delivering presentations to the end user or customers
- Be responsible for safe storage of show PR branding materials such as flags, marquees, banners etc. Reporting damages or breakages to General Manager in a timely manner
- Protect organisations reputation at all times by keeping pricing, promotion, purchase order, and credit-limit information confidential
- Update job knowledge by participating in available educational opportunities both in the UK or overseas as required
- Realise organisation goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments

This job description reflects the current assignment of essential functions, and is not intended to be all-inclusive. Duties and responsibilities may be assigned or reassigned to the job at any time or for any reason.