



Job Description

Job Title	Sales Manager – National Security
Job Reference	TRL0496
Department	Sales & Business Development
Division	National Security
Title of Supervisor	VP National Security
Direct Reports	Sales & Account Managers

Primary Purpose of this Position

Responsible for the development and performance of all sales activities in assigned market. Staffs and directs a sales team and provides leadership towards the achievement of maximum profitability and growth in line with company vision and values. Establishes plans and strategies to expand the customer base in the marketing area and contributes to the development of training and educational programs for clients and Account Managers.

Main Duties of this Position

- Develop a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
- Responsible for the performance and development of the Account Managers.
- Prepares action plans by individuals as well as by team for effective search of sales leads and prospects.
- Initiate and coordinate the development of action plans to penetrate new markets.
- Assist in the development and implementation of marketing plans as needed.
- Conducts one-on-one review with all Account Managers to build more effective communications, to understand training and development needs, and to provide insight for the improvement of Account Managers sales and activity performance.
- Provide timely feedback to senior management regarding performance.
- Provide timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margin.
- Maintain accurate records of all pricings, sales, and activity reports submitted by Account Managers.
- Create and conduct proposal presentations and RFP responses.
- Assist Account Managers in preparation of proposals and presentations.
- Control expenses to meet budget guidelines.
- Adhere to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Recruit, test, and hire Account Managers based on criteria agreed upon by senior management.
- Ensure that all Account Manager meet or exceed all activity standards for

- prospecting calls, appointments, presentations, proposals and closes.
- Delegate authority and responsibility with accountability and follow-up.
 - Set examples for Account Managers in areas of personal character, commitment, organizational and selling skills, and work habits.
 - Conduct regular coaching and counselling with Account Managers to build motivation and selling skills.
 - Maintain contact with all clients in the market area to ensure high levels of client satisfaction.
 - Demonstrate the ability to interact and cooperate with all company employees
 - Proactively support company compliance to Health and Safety legislation through adherence to company polices, processes and practices.
 - Ensure that all business activity is conducted in line with company values, policies and ethics codes of conduct.
 - Undertake any other activity as reasonably requested by management

- Knowledge, Skills & Experience:**
- 5-7 years of experience in sales management.
 - Proven leadership and ability to drive sales teams.
 - Experience with government communications sales.
 - Strong understanding of customer and market dynamics and requirements.
 - Willingness to travel and work in a global team of professionals.

- Special Features of this position:**
- Must possess a full UK driving licence
 - National and International Travel

- Behaviours:**
- Respect for others
 - Driven to achieve goals
 - Leadership - ability to lead matrix teams
 - Flexibility – able to lead effectively within an environment of ambiguity
 - Gently assertive
 - Team working – able to work effectively as part of a team whilst encouraging and fostering teamwork; open to others ideas and input
 - Influencing – high level of interpersonal skills, demonstrable ability to present ideas and take people with them
 - Respect for others
 - Flexible, adaptable and pragmatic