



In touch with customers in touch with success.

JOB TITLE: FIELD SALES ENGINEER – AREA 36 (Covers the following Postal Areas: PR, BB, OL, BL, L, WN, WA, M, SK)

REPORTING TO: *Regional Sales Manager*

JOB PURPOSE: Primary function to increase market share by improving the company profile in the market place by promoting our Service and Products. The jobholders is a key contributor to the organisation's goal of providing the highest quality service to customers.

1. Responsibility for ensuring sales targets are achieved (results)

- Above all to ensure the sales targets set for your responsibility are met.
- Review sales on an agreed basis with your sales manager to understand the situation and define actions to ensure targets are met .
- Ensure growth is achieved through a combination of increasing existing business, developing new business and defending and reducing business likely to be lost.
- Select the targeted accounts who are capable of providing us with the business we require to meet our targets
- Take all necessary steps (within professional and ethical limits) to ensure ifm is successful.
- Generate a stable/safe growing customer base by securing long term business agreements where possible, all the time ensuring to increase contacts.
- Continue to investigate further market opportunities and potential customers for stable long term business.

2. Responsibility for visit / contact activity (effort)

- Ensure effective and efficient use of time to maximise face to face customer contact and minimize the time in the office and driving.
- Reach & maintain the required activity levels (800 contacts through sales visits and phone calls)
- divided into:-
 - A minimum 480 visits
 - A minimum 130 Road Days
- Define a plan for each account, which should include the determination of key contacts, contact influence and potential for ifm product.
- Ensure visits and calls made are in accordance with a predetermined objectives.
- Monitor the success and progress towards plan and change if and when required.
- Ensure visit reports are submitted weekly.

3. Account Targets

- Minimum of 130 minimum accounts selected to start year with Turnover of at least £750K
- 25%- 30% of selected accounts to be Non-buying / 70% -75%Buying
- 240 different accounts to be visited in full year
- Minimum 130 of your accounts must be contact by end of April
- 160 accounts to be contacted by end of June. All by end of September
- All customers in 130 selected account must have at least 1 field visit

All of the above will be continually monitored by your Sales Manager.

4. Customer knowledge

- Have a good understanding of customer structure and determine buying process.
- Define clearly where the opportunities for ifm exist and where possible understand the manufacturing process to maximize these opportunities.
- Maintain key customer and contact information.

5. General

- Be the focus of the relationship between the customer and ifm and spearhead the sales approach.
- Develop an understanding of and ability to sell ifm's capabilities, products and offerings.
- Products to be demonstrated and powered up in visits.
- Utilize the Product Sales Managers, Specialists and others in ifm to fulfil the plans and objectives for the accounts.
- Be aware of targeted competitor activity and provide feed back to management.

As it is a requirement to work out of the Warrington office one day a week, the successful candidate will ideally reside within a 1.5-hour's drive from the office.

Candidates must hold a full clean driving licence.

We Offer:

ifm electronic is an equal opportunities employer and enjoys an unrivalled reputation for training its employees including full sales and product training and offers many possibilities for career development.

Send CVs to HR Officer sara.meade@ifm.com