

## Job description

**Job title:** Area Sales Manager

**Location:** Midlands to the North West

**Salary:** £26'000 OTE £40'000 with car allowance, laptop, mobile and benefits

**Ref:** 16393



### LAWSON PRICE CONSULTANTS

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Acknowledged as a market leader in the manufacture and installation of play equipment for schools and parish councils, our client has a successful track record of innovation stretching back some 21 years. Working in consultation with their client base, they create and deliver themed activity play facilities, fitness and adventure trails, sports and games products, outdoor furniture and shade and shelter solutions into the playground for all ages and abilities. Continued expansion creates an exciting opportunity for an accomplished sales professional to join them as an Area Sales Manager.

Following a full product training and induction, the successful Sales Manager will look to develop new business from a pipeline of lead opportunities created by the company's marketing activity and telesales function. Visiting prospective customers in order to identify needs through a consultative sales approach, the Sales Manager will discuss concepts, designs and purpose before carrying out a site survey; the results of which are worked up into 3D-drawings by the design team and costed before being presented to the client by the Sales Manager, the sale closed and then handed over to the contracts team for completion.

The successful candidate is likely to be able to demonstrate experience gained in a field-based consultative sales environment; of particular interest will be the ability to win opportunities from individual decision-makers as well as groups and committees and a track record showing this would be favoured but is not essential. The successful Sales Manager will be able to demonstrate good communication skills and personal presentation and be motivated and positive in their outlook, helpful, understanding and possess practical skills sufficient to allow them to survey a site, make recommendations and thereafter communicate with the build team; sales ability will be persistent and friendly rather than aggressive.

A Criminal Records Bureau check will be made on the successful candidate.

All applications will be treated in the strictest confidence.

**To apply for this vacancy, visit [www.lawsonprice.co.uk](http://www.lawsonprice.co.uk)  
or email [candidates@lawsonprice.co.uk](mailto:candidates@lawsonprice.co.uk)**