

## Export Sales Manager

Axminster Carpets is Britain's oldest, best known and most prestigious carpet designer and manufacturer. Our high quality carpets are found in royal palaces, the best hotels, sports stadiums and private houses. We are a national treasure and the true authentic in carpet.

It's an exciting time in our history, because we have huge ambitions to continue growing. Our success is our people, maintaining and advancing our competitive position and unmatched reputation in the marketplace.

We expect the best from our people. In return, we invest to ensure our colleagues feel valued and part of the team. Our culture of empowerment, trust and humour allows us to deliver while still knowing how to have fun.

### **Our business is changing rapidly and we now seek an Export Sales Manager**

You will have previous experience of working in a fast paced service environment. You will need first class organisational and communication skill and of course, experience in telesales - the rest we will teach you.

This is an exciting time to join, so if you would like to be part of the journey please send your CV, together with a covering letter stating your current salary to [careers@axminster-carpets.co.uk](mailto:careers@axminster-carpets.co.uk) using recruitment number: AX0011.

### **Role Summary:**

To develop, and implement, the sales strategy in the export market, with a focus on the opportunities in Europe and the USA. Initially this will involve the research and recruitment of sales agents in the key markets within Europe, and will then involve the management of those agents, and those appointed in the USA market, to achieve set targets in those markets. The overall objective is to grow the turnover and profitability in line with the targets and within the areas of responsibility and accountability.

### **Main Elements:**

- Achieve the annual sales and gross margin targets for the export markets
- Implement the company sales strategy and annual plan, adapting tactics as necessary
- To motivate, lead, and inspire the sales agents and distributors to deliver their full potential
- To create a team structure consisting of dynamic, enthusiastic agents and distributors with a high degree of passion and commitment
- Develop strong and long lasting relationships with key accounts directly, partnering with customers to understand their business needs and objectives, and working closely with the local agents
- To work directly with the global key accounts based in the UK such as Hilton and IHG, Accor Hotels in Paris, and Kempinski Hotels in Switzerland
- Ensure that effective major account and business development plans are in place
- To continue to review and manage key accounts to ensure these areas of the business are growing in line with strategy. Prioritize the targeting of accounts by potential sales value, profitability, and probability of success
- Work closely with the export sales desk to understand historical relationships, and opportunities for business
- Understand the various sectors that Axminster Carpets could be sold into, and develop tactics to penetrate them
- Work with Marketing to ensure the creation of the right product ranges for the export market
- Be a company and brand ambassador, developing a high personal profile within the key markets
- Maintain sales forecasts
- Provide weekly project forecast to share with operations team

- Completion of framework or tender contracts
- To provide coaching, training, and mentoring to develop the sales agents and distributors in a collective responsible environment
- Pioneer new business streams, in line with the overall company strategy
- Ensure that all key stakeholders are effectively communicated with in a timely manner
- Undertake ongoing competitor analysis and ensure key stakeholders are fully briefed
- Work with the Customer Services, and the operational team to ensure orders are delivered on time and to customer requirements
- Any other project work, as directed by the Sales Director

#### **Skills/Experience Requirements:**

- A good knowledge of the industry in terms of product knowledge, industry trends, key customers, and key competitors
- A strong, inspirational, respected leader, and excellent motivator, ensuring the team in the export markets deliver their full potential
- Thrives in a team environment, adapting to the demands of a changing marketplace
- A commitment to deliver excellent customer service – not to over-promise and under-deliver
- Ability to communicate in multiple languages, English, French, and German the preferences
- Hands-on, down to earth application but with the ability to see things strategically
- Is a clear and logical thinker
- Demonstrable experience of consistent successful sales and gross margin target achievement
- Experienced at presenting, both internally and with customers, at the highest levels, in order to influence decision making and objective achievement
- Ability to prepare written presentations, reports, and pricing tenders
- Excellent negotiation skills
- Proven ability to develop customer focused, differentiated and deliverable solutions
- Ability to analyse customer and market data as part of strategic reviews
- Financial/data literate
- Computer literate

#### **Personality/Style Requirements:**

- Personal gravitas
- Team player, willing to get stuck in, do what it takes
- Effective decision maker
- Self-motivator, and results orientated
- Professional and engaging personality
- Strong organisational skills
- Creative
- Personal integrity
- Strong communicator – verbally, presentations, in writing
- Positive, optimistic
- Pragmatic
- High level of energy, comfortable working at pace
- Ability to work under pressure
- Geographically mobile/driver