



We are seeking a highly motivated and experienced Area Sales Manager to drive business growth within a defined geographical area in North West England. The successful candidate will be responsible for identifying new opportunities, nurturing customer relationships, and supporting existing partners to maximise their success.

This is a full-time position which requires considerable travel, including approximately 2 overnight stays a week.

Key Responsibilities:

- Develop and implement sales strategies to achieve sales targets.
- Identify and pursue new business opportunities within the assigned territory.
- Build and maintain strong relationships with key clients and partners.
- Monitor and report on sales performance, identifying areas for improvement.
- Attend industry events and trade shows to promote products and services.
- Collaborate with other departments to ensure alignment with overall business goals.
- Manage your sales budget and forecast sales accurately.

Required Qualifications / Experience:

- Proven experience as an ASM or similar role.
- Strong sales background with a track record of meeting or exceeding targets.
- Excellent communication and negotiation skills.
- Ability to build and maintain strong client relationships.
- Strong organisational and time management skills.
- Proficiency in CRM software and Microsoft Office Suite.
- Ability to work independently and as part of a team.
- A valid driver's license.

Desired Skills:

- Strategic thinking and planning.
- Customer-focused approach.
- Ability to analyse market trends and competitor activities.
- Strong presentation skills.
- Willingness to travel within the assigned territory.

Applications should be made in writing, detailing salary expectation with an outline of career history to Barbara Blackwell, HR Officer - barbarab@floplast.co.uk

****Please note that only candidates invited to attend an interview will be contacted****