

Area Sales Manager

North London

Company Background

The Encon Group is the UK's leading independent distributor of building materials with four specialist distribution divisions: Encon Insulation, Nevill Long Interior Systems, Encon Technical Solutions and Encon Construction Products. Through our national branch network, we stock and supply an extensive choice of products from trusted manufacturer brands. These include thermal and acoustic insulation, external façade materials, interior systems and finishes, technical insulation, construction products and passive fire protection.

As the Distributor of Choice and Employer of Choice, we take pride in providing the highest level of service and support. Our workforce of approx. 500 people includes knowledgeable and experienced teams dedicated to adding value to customers at every stage of their project.

The Role

You will be responsible for identifying, driving and developing sales opportunities with main contractors, specialist sub-contractors and builders' merchants across your target regions of North London, Essex, Hertfordshire and Buckinghamshire. Target markets are new build and refurbishment construction projects spanning all sectors.

Reporting to the Regional Sales Director, you will be expected to establish and grow a stable client base and drive profitable sales and project opportunities for our East London, West London and Maidstone branches. This position requires a proactive individual with initiative, confidence and commercial experience to meet with key decision makers, build relationships and drive tangible leads and sales to our branches.

Alertness to project leads, linking opportunities and recording information and relevant detail in our CRM platform are essential parts of this role.

Key Responsibilities

Customer Service & Performance

- Maintain effective communication, development and engagement with Branch teams.
- Demonstrate good working knowledge of market conditions and trends.
- Working with relevant lead generation platforms and our CRM to identify and track relevant projects and contractor packages.
- Achieve target leads and conversions with new accounts.

- Develop profitable sales by opening new trading accounts (within credit control procedures).
- Drive and grow sales and contributions with new and existing accounts through identifying new project or product opportunities, working with existing trading agreements where relevant to ensure maximum return.
- Forward plan customer and site visits to ensure effective use of time and journey planning.
- Establish and build strong relationships with our supplier partners to maximise sales opportunities with new and existing customers and achieve the best return.
- Develop and maintain excellent product knowledge.
- Complete weekly reports as required for your Line Manager.

Compliance

- Understand pricing and observe the relevant credit control procedures.
- Take note of credit control disciplines, with particular regard to credit limits and accounts on suspension.
- Ensure you are familiar with and adhere to health and safety rules and regulations, and that your responsibilities as an employee, in respect of health and safety, are carried out in full.

Skills & Experience:

- 2+ years in a sales position within construction
- Business and commercially astute
- Results driven, proactive and forwarding thinking
- Excellent negotiation skills and with confidence to upsell/cross sell
- Resilient and self-driven
- Customer focused
- Excellent communication and organisational skills, and detail conscious
- Strong stakeholder collaboration – a team player and building effective relationships with all relevant internal and external stakeholders
- Experience with using CRM platforms
- Proficient across all Microsoft Office packages

This list is not exhaustive and may be subject to variation.

Key Relationships

Internally: Group Sales Strategy Director, Project Tracking & Sales Lead Coordinator, Regional Sales Director, Branch Director, Branch Sales Teams, Regional Sales Teams and Head Office Departments.

Externally: Customers (existing and potential). These include Main Contractors, Specialist Sub Contractors and Builders' Merchants, and our manufacturer partners.