

Regional Sales Manager

St. Petersburg

Job Purpose

The primary function will be to drive business forward by seeking out new opportunities and new customers while developing relationships and sales with current clients. The post holder will be responsible for designing and implementing the sales strategies to further increase sales activity for the End Users channel, drive and increase business in current & new products and current & new customers.

Key Accountabilities

Responsible for the execution of sales plan

Drive sales of all the businesses in the geography. This will include selling through multiple channels (electrical distributors, lighting show rooms, retail, specialty dealers, etc.) to specifiers (architects, interior designers, lighting designers, electrical engineers, commercial developers and builders), contractors and to a customer base that includes high end residential and commercial building applications (new construction, remodeling, retrofit and technological upgrades)

Facilitate the preparation of quotations supporting the process of bid production and submission within the business and finalize contractual and commercial negotiations

Develop stronger and more extensive relationships with existing client base

Maintain a watch on competitors so that the company retains a comprehensive knowledge of competitor products and their positioning and plans to enable the company to maintain its market leading position

Drive and use CRM to track opportunity pipeline and activities

Provide monthly sales forecasts and market input, and achieve customer satisfaction through effective running of accounts

Manage commercial issues to drive the company's growth in line with overall objectives such as evaluation of sales contracts to ensure appropriate levels of benefit and risk to the company's specification

Personal attributes essential to performing role

Engineering or economic degree holder

Business fluency in English

3 to 5 (up to 10) years of successful sales experience in the lighting sector or energy saving systems

Experience of selling complex solutions at senior levels

Experience in developing business through various channels and specifiers

Has high level of contacts with electrical distributors, dealers and specifiers

Experience in selling solutions comprising consulting, implementation and training

Experienced at building return on investment cases with customers

Up-to-date knowledge of current big projects with contacts across Russia and knowledge of the lighting market

Understand the tendering process and ability to manage the creation of commercial bid proposals

Able to successfully negotiate all aspects of a proposal through to contract award and manage multiple sales opportunities of varying complexity

Able to focus on building markets and new opportunities rather than chasing orders based upon price

Expertise in developing sales and marketing plans including promotions and logistics

Outstanding communication and interpersonal skills

Energetic, willing to "think big" and target major system opportunities

Result driven, commercially focused people person

Highly disciplined approach to organizing one's activities and priorities

Strong negotiation skills (practiced through the entire life-cycle of a sales opportunity / customer engagement)

Flexible with travel