



## Job Description

Job Element	
<b>Job title:</b>	<b>Sales Manager</b>
<b>Department:</b>	Commercial
<b>Reports to:</b>	Commercial Director
<b>Responsible for:</b>	Sales Team in the VFM Division (Includes VAT Financial Management into NHS and Local Authorities) and Continuing Health Care (CHC) into Clinical Commissioning Groups (CCG). Team of 8 nationally and remote telemarketing.
<b>Location:</b>	Home, but extensive travel will be required as part of the role.
<b>Job summary:</b>	<p>The main purpose of this role is to provide sales management to the VFM sales team. The role will be responsible for new business sales and revenue protection through account management for VFM. The sales team have historically been new business focussed, but are moving to a hybrid sales and account management structure. The Sales Manager will need to ensure the new business sales are completed and that the agreed account management processes are executed and the team work closely with the VFM operational teams for delivery.</p> <p>Reporting to the Commercial Director, the job holder will assume responsibility for all aspects of sales, including management of associated telemarketing. Emphasis of the role is on developing and retaining our current client revenue and winning new clients to deliver the required growth for the division. This will involve setting and implementing a clear sales vision, forecasting, sales pipeline management and specific sales, account management and marketing plans to achieve the required sales and client retention targets. This will be achieved by managing all aspects of the commercial process, leading and developing the team, attending operational board meetings and product development days.</p>
<b>Qualifications:</b>	Degree level or equivalent Professional qualifications in appropriate fields desirable
<b>Profile:</b>	<ul style="list-style-type: none"> <li>• An experienced sales and people manager with proven success at consistently delivering accurate sales forecasts and revenue growth.</li> <li>• At least 5 years sales experience and 3 years sales management experience required.</li> <li>• Experience of public sector particularly the NHS and local authorities</li> <li>• Used to dealing with Finance Directors, Senior finance, Procurement</li> <li>• Ability to operate at a senior level with internal and external customers</li> <li>• Demonstrable understanding of how to sell a wide set of services/solutions to customers.</li> </ul>

	<ul style="list-style-type: none"> <li>• Proven managerial and leadership skills <ul style="list-style-type: none"> <li>○ Working as a key member of the management team and active participation in monthly operational board meetings</li> <li>○ Strong leadership, internally and externally, as a representative of Liaison</li> </ul> </li> <li>• Negotiation and client account management skills</li> <li>• Experience in business planning</li> <li>• Commercially and financially aware</li> <li>• Used to delivering board reporting and forecasts and managing others to timescales</li> <li>• Able to communicate clearly, both verbally and in writing</li> <li>• Full UK driving licence as travel to client sites will be required</li> </ul>
<p><b>Principal Tasks and Activities:</b></p>	<ul style="list-style-type: none"> <li>• Management and development of team, monthly 121s, annual appraisals and performance management.</li> <li>• Development and implementation of effective sales and account plans to grow and retain business.</li> <li>• Responsible for achieving the sales target and required growth of Liaison business in line with the business plan.</li> <li>• Robust management of the sales pipeline through detailed inspection of the end to end sales processes</li> <li>• To work with all areas of the business to define and implement business development plans and strategies</li> <li>• Participates in the senior management team and other internal meetings</li> <li>• Responsible for setting departmental targets and monitoring activity against those targets</li> <li>• Provision of accurate and timely management information such as forecasts and sales reporting</li> <li>• Budgetary control within sales with responsibility for the departmental P&amp;L</li> <li>• Responsible for the performance management and development of the Sales teams.</li> <li>• Improve organisation understanding of market and competitive environment, including leading telemarketing</li> <li>• Leading in bids for major client contracts through the RFP/Framework process, including leading team at presentations and participating in strategic customer review meetings</li> <li>• Recruiting, leading and developing an effective sales organisation</li> </ul>

**Miscellaneous:**

In addition the postholder will be expected to :-

- Undertake training and development deemed necessary for the pursuance of the post.
- Ensure that Health & Safety is observed in the course of employment.
- Comply with the contract of employment and company policies and procedures.
- Comply with any reasonable requests which may be communicated by the company from time to time

This job description does not attempt to define, in detail, all duties and responsibilities and may be subject to periodic review and alteration by the company.

The Information Security Management System applies to the Liaison Information System and relevant assets incorporating recovery and compliance services to the public sector.