



TR Fastenings Ltd specialise in distributing and manufacturing standard and specialist industrial fasteners. Through our global operations, TR employs over 1,200 highly skilled and experienced people. Every colleague around the world is a valued member of the TR family who on a daily basis work together to deliver a high quality service for all our customers.

The Regional Sales Manager is accountable for the leadership of a defined geographic sales region with direct reporting responsibility for 5 to 7 Business Development Managers. The RSM is responsible for the financial performance of their Region having a significant influence on the overall sales & profit performance of the whole division; therefore, they need to think and act at a regional, national and strategic level. They need to be very competent at recruiting, training, coaching and developing the BDMs. A key element of the role is to effectively execute the sales strategy at pace and to develop it further using local and national business insight.

The Role

The main responsibilities of the Regional Sales Manager will be:

- Leadership & management of a remote field based team of 5 to 7 BDMs
- Monitor report & be accountable for the sales & profit for a defined geographical region
- Working closely with the Telemarketing Team, shaping & directing lead generation
- Responsible for the execution of the UK Sales Strategy and to support the ongoing development, using local and national market insight and company resources
- Assist with setting budgets and forecasts
- Develop and implement a regional business plan, in line with the business strategy, utilising all available tools and co-ordinating business resources to achieve sales and profit targets
- Work with your team to protect & grow the business, minimising business attrition rates
- Communicate effectively across the business, acting as a role model & ambassador for UK Sales
- Continually review business processes to identify potential improvements & share best practice
- Work closely with Location Heads, GADs, SAMs & Internal Sales, ensuring the sales strategy, approach & activities are aligned
- Deploy sales resource on all growth related customer opportunities both local and strategic
- Responsible for coaching, training, developing & managing of direct reports to create a high performance culture
- Maintaining good relationships & excellent customer service within your region

The Candidate

Suitable candidates for the role of the Regional Sales Manager will have/be:

- Experience of selling into the manufacturing/engineering sectors, selling fastenings or Cat C components would be an advantage
- Ideally at least 5 years of managing remote field based teams with high performance
- Highly motivated with probing tenacity to achieve and exceed objectives
- Excellent interpersonal and communication skills, capable of presenting at board level
- Strong influencing & negotiation skills, with a strong business acumen
- Financial and commercial experience e.g. P&L accounts, contribution, costs and budgetary control
- Creative and innovative, transferring business vision into regional tactics and results
- Able to effectively develop team and self
- Learning agility, gaining knowledge through thought, experience and by acquiring new information
- Ability to build coalitions across the business with key stakeholders
- IT literate with good working knowledge of Microsoft office and CRM
- Full, clean driving licence



We Offer

- Competitive salary
- Pension
- Private medical
- Life insurance
- Laptop and Mobile Phone
- Company Car

To Apply

If you are interested in this role or know of someone who might be please contact Lydia Ball on 01825 747 323 or email your CV to careers@trifast.com.

