



North West Area Sales Manager at
ESP Play

EDUCATION

SPORT

PLAY

Background

The growth of ESP Play in the last 10 years has been remarkable, particularly with the changes to the economic climate. The challenge for ESP Play is how we continue with profitable growth, ensuring we have the capacity to deliver quality goods and services consistently, and at the same time engage new and retain existing decision makers in continuing to establish and embed the ESP Play brand at a national and international level.

There is a team at ESP Play with a lot of energy, drive and enthusiasm, and the culture is to reward and recognize individuals who work hard and succeed for the company. All departments earn monthly bonus payments on a regular basis.

There is a requirement for someone to concentrate on strategic engagement with new and existing clients in the North West of England. It is essential that this person has knowledge of the play market and the sectors outside of mainstream schools that can be targeted. It is also very important that the person has experience in navigating the often complex and bureaucratic nature of the public sector and private sector, and understands the policies and directives that drive decision making in these environments. It is essential that the person already has an extensive network of contacts across the country with established relationships in key target groups, to ensure initial engagement and introduction to ESP Play is very easy.

Our people management strategy has a strong focus on empowering employees and building a culture in which they feel valued. In the past 12 months numerous strategic processes, training schemes and individual one-to-one coaching programmes have been introduced to ensure our team feel integral to the continual development of our business. We uphold clearly defined progressive personal development plans to develop employee knowledge and advance their skills, ensuring they have the relevant resources to do their job to the very best of their ability.

The leadership team behind ESP are responsible for the transformational approach to people management. Championing continuous professional development through promotion from within, encouraging employees to continue learning by supporting them through professional qualifications and improving the working environment through the integration of a market leading CRM platform.

Objective



To maintain and grow the strong foothold within the North West market place within mainstream schools and Multi Academy Trusts. To play a key role in the successful delivery of targets for growth of the business in the short, medium and long term by demonstrating a clear appetite and capability in making ESP Play the number one choice and brand for playground development.

Goals

- ◆ Devise and implement a success model to engage new relationships, particularly clients such as Multi Academy Trusts to benefit from the opportunity for regular repeated business.

- ◆ Working with our marketing team, ensure ESP Play remain visible in the market through regular communications and attendance at key conferences.

- ◆ You are expected to maintain revenue levels of in excess of £1m per year for the North West territory.

- ◆ To carry out and report on a strategic plan for the ESP Play brand in the North West.

Objectives

- To successfully deliver an agreed annual sales order intake level in excess of £1m per year at an agreed gross profit margin.
- To introduce new buying clients to the business from both the public and private sector
- To be outcome focused and driven by effective performance management and measurement.

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