

**The Company**

Goodridge is the world's leading manufacturer of performance fluid transfer systems. We operate in the OEM, automotive, motorcycle, motorsport, defence and specialist industrial sectors. This dynamic private company manufactures in ten facilities globally and supplies customers around the world with a unique combination of design, innovation, reliability and outstanding service. Goodridge has a turnover of over £36m and operates globally with manufacturing and distribution operations in the UK, USA, Mexico and Europe, employing more than 300 people worldwide.

**The Role**

- To identify, drive, manage and convert new business opportunities within the OEM division, EMEA&A region of Goodridge Ltd.
- To understand customer needs and actively engage and promote Goodridge Ltd products and solutions to external prospects and customers, within both new and existing markets.
- To work independently and as part of a small team to ensure the key objectives within the OEM commercial team are accomplished.

**Key Responsibilities**

The successful candidate must be able to:

- Maximise the opportunity, turnover and profitability of new and existing OEM customer accounts.
- Support the OEM Commercial team to achieve the above objective.
- Identify, generate and successfully convert new business opportunities via various approaches (i.e. telesales, Skype, customer visits, networking, referrals, 'cold-calling').
- Drive, establish and maintain strong business relationships with new prospects and existing customers, to achieve revenue growth with new/ existing customers within new/ existing markets.
- Develop, manage and follow a structured sales process.
- Drive, manage and support the development of the new business pipeline whilst ensuring the pipeline successfully achieves the target conversion rate.
- Ensure consistent, profitable new business 'wins'.
- Meet and exceed all required targets relating but not limited to customer visits, new contacts and conversion level.
- Qualify and develop new prospects using a range of data sources.
- Provide and support the preparation of accurate sales forecasts/ trends for monthly, quarterly and annual analysis by business stakeholders.
- Provide feedback of market insights/ intelligence to business stakeholders.
- Ensure technical competence with the ability to interpret, understand and discuss customers technical requirements.
- Ensure internal and external stakeholders have full and complete information to perform effectively.
- Ensure internal and external stakeholders are aware of changing customer requirements and or/ issues, ensuring that they are recorded and administered correctly.
- Ensure compliance to company best practice and professional customer contact and presentation.
- Ensure databases and internal housekeeping is kept up to date with contact details and correspondence.
- Identify, lead and participate in continuous improvement activities to improve efficiencies and effectiveness within the business.

**Desired Skills/ Experience**

- Have an excellent record of identifying, research and converting new business contracts in high revenue accounts, within new customers/ new markets.
- Excellent experience/ understanding of full sales processes and how they fit into wider business operations.
- Strong commercial acumen, conscientious with the ability to display tenacity and resilience.
- Drive to succeed and over-achieve sales targets.
- Have experience of utilizing and employing strong consultative sales techniques to uncover and achieve customer requirements.

- Ensure a detailed understanding of prospect/ customer drivers, to maximize sales opportunities.
- Ability to align features/ benefits with customer needs.
- Strong customer relationship management experience.
- Demonstrable presentation, negotiation and influencing skills.
- Good written and oral communication skills.
- Ability to plan sales activities to use business time in the most efficient way.
- Ability to prioritise and manage workload appropriately to achieve deadlines.

**Performance standards**

- The ideal candidate will have a successful and demonstrable track record of converting and securing new business.
- They must be dynamic and driven with a 'can do' attitude, enjoying the thrill of finding prospects, presenting, and successfully securing contracts.
- They will be expected to manage their own diary and self-generate their own pipeline of prospects.
- The ideal candidate will be professional both internally and externally; constantly strive to improve efficiencies within the commercial team. Reporting to be legible, illuminating, professional and data driven.

**Experience**

Minimum 4 years successful experience in commercial/ business development environment.

**Education**

General level education in Maths, English and a technical subject, with good knowledge of Microsoft Office (Word, Excel, Powerpoint).

**Work Status**

Full time

**Travel**

This position requires travel. Full UK driving licence required.

**Reporting**

OEM Sales Manager

**Additional Information.**

This role is subject to flexible working hours to suit the commercial requirements of the Company. This role may be developed/ changed and as and when necessary amended to take into account changes within the organisation in line with the Company's goals, objectives and contractual and legal obligations.

**Reporting Channels**

This person will operationally and functionally report to the Design Manager.

**Person Specification**

Skill/Expertise	Criteria
Excellent communication both written and verbal.	E
Able to work effectively in a team ensuring that the best outcome for the company is achieved.	E
The ability to manage multiple projects at once & deliver them on time.	E
Jig/Fixture Design Knowledge.	D
An awareness of the relevant OEM automotive standards.	E
Have a keen attention to detail and high levels of accuracy.	E

Demonstrate a clear analytical approach and a methodical work process	D
Working knowledge of CATIA	D
Fully trained in Solidworks	E
Knowledge of Fluid Transfer systems will be a distinct advantage	D
Have a keen attention to detail and high levels of accuracy	E
Demonstrate a clear analytical approach and a methodical work process	D
<b>Key responsibilities</b>	
Excellent communication both written and verbal	E
Able to work effectively in a team and individually ensuring that the best outcome for the company is achieved	E
The ability to manage multiple projects at once and deliver them on time	E
Improve Design office procedures in line with relevant OEM automotive standards	D
Design new and existing products, producing both 2D drawings & 3D models for parts and assemblies	E
Design fixtures / tooling to aid in the manufacture of fluid transfer assemblies	D
<b>Performance standards</b>	
Excellent standards of communication	E
Constantly strive to improve efficiencies.	E
<b>Experience</b>	
A minimum of 3 years' experience ideally in a OEM Design role within a manufacturing company and a working knowledge of fluid transfer systems.	E
Fully trained in Solid Works	E
Working knowledge of CATIA	D
<b>Education</b>	
Educated to HNC level or above in Design Engineering	E
<b>General</b>	
This role is subject to standard working hours however some flexibility may be required.	D