

The Company:

Goodridge is the world's leading manufacturer of performance fluid transfer systems, operating 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 £47m and operates globally with manufacturing and distribution operations in the UK, USA, Mexico and Europe, employing more than 400 people worldwide.

The Role:

- To act as a Sales person/ Key Account Manager within the OEM division, EMEA&A region of Goodridge Ltd.
- To identify, lead and manage new and existing business opportunities within this region.
- To understand customer needs and actively engage, enable and promote Goodridge Ltd products and solutions to ensure customer satisfaction is achieved to the highest standard.
- To work independently and as part of a team to ensure the key objectives within the OEM commercial team are accomplished.

Key Responsibilities:

- 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, convert and successfully manage new and existing business opportunities/ customer accounts.
- Drive, establish and maintain strong business relationships with new prospects and existing customers.
- To lead a structured sales process, including qualifying leads, negotiating and converting.
- Ensure consistent, profitable business growth.
- Meet and exceed all required targets relating but not limited to lead generation and RFQ conversion.
- Successfully manage and respond to customer queries with the relevant supportive data and information.
- Support the relevant business functions in successfully achieving New Product Introduction (i.e. setting up customer accounts, confirming pricing, resolving queries).
- Ensure all RFQ and Project milestones are successfully met.
- Lead team meetings to review and manage customer requirements within the wider OEM team.
- Ensure internal and external stakeholders are aware of changing customer requirements and or/ issues, ensuring that they are recorded and administered correctly.
- 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 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:

- 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.
- Proven track record and drive to succeed and achieve growth.
- Have experience of utilizing and employing strong consultative sales techniques to uncover and achieve customer requirements.
- Ability to align features/ benefits with customer needs.
- Strong customer relationship management experience.
- Demonstrable presentation, negotiation and influencing skills.

Performance standards:

- The ideal candidate will be professional both internally and externally; constantly strive to improve efficiencies within the commercial team.
- The ideal candidate will have a successful and demonstrable track record of managing, developing and growing business opportunities.
- They must be dynamic and driven with a 'can do' attitude, enjoying the thrill of developing customer accounts and maximizing customer potential.
- Reporting to be legible, illuminating, professional and data driven.
- Ability to plan customer service activities to use business time in the most efficient way.
- Ability to priorities and manage workload appropriately to achieve deadlines.

Experience:

Minimum 4 years Sales or Key Account Management experience within an OEM manufacturing/ engineering/ technical environment.

Education:

General level education in Maths, English and a technical subject, ideally with working knowledge of Microsoft Excel.

Work Status:

Full time

Travel:

This position requires travel, therefore a full driving license is 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.