**Area Sales Manager – Equine Division - Field Based**

**Carr Day & Martin – Permanent**

**Salary - up to £22,000 per annum dependent on experience**

**About The Role**

We are on the lookout for a professional Area Sales Manager to join our sales function. Reporting to the National Sales Manager, you will play a vital role in ensuring we are ahead of the game for our equine products.

Carr Day & Martin was established 250 years ago and is one of the most respected brands in the Equine industry. You will manage and develop the equine trade accounts in your area in order to maximise the distribution of Carr & Day & Martin (CDM) products. Enhance the reputation and standing of the company in your area by building strong customer relationships providing exceptional sales support, category expertise and ongoing education.

This is a field based role and as such may require up to three nights away from home on a weekly basis

**Duties and responsibilities will include but not be limited to:**

**Sales**

* Ensure the overall sales plans for the area is achieved or exceeded
* Increase the number of active CDM accounts in the area
* Introduce and secure distribution for new product lines
* Achieve maximum presence and positioning of our products in each outlet

**Planning**

* Ensure regular contact with decision makers via personal visits and telephone contact
* Plan and implement an effective call cycle
* Maintain a forward planning calendar at least two weeks in advance

**Training**

* Educate our customers, be they trade or end user, through ongoing product training, open days and client evenings
* Develop and implement a programme of activity to support your customers and the CDM brand

**Reporting**

* Submit detailed daily call reports to the NSM using the CRM system
* Complete customer updates after each visit clearly identifying, qualifying and quantifying opportunities
* Supply detailed analysis of all sales activities
* Provide market and competitor information from your area

**Sales Data**

* Become proficient and comfortable with the company’s CRM System
* Analyse sales figures and reports and use them to maximum effect
* Propose remedial action when analysis indicates deviation from plan

**Account Management**

* Liaise with internal departments such as CS to ensure effective and efficient customer service and account management.

**Shows and Events**

* Proactively identify and participate at the key local shows and events in your area to help build awareness and be available if requested, for the following key national shows during the year:
  + BETA January - Birmingham
  + Badminton Horse Trials May – Badminton
  + British Jumping Derby June - Hickstead
  + Royal International Horse Show July/August - Hickstead
  + Burghley Horse Trials September – Burghley
  + Blenheim Horse Trials September - Blenheim
  + Horse of the Year Show October – Birmingham
  + Your Horse Live November – London
  + International Horse Show December – Olympia

Follow up all sales leads and action all data collected for your area

**About You**

* Have a 2:1 or above (preferably in an equine related subject)
* Have good knowledge and understanding of horses and the Equestrian community
* Have good interpersonal and communication skills
* Possess excellent time management skills
* Possess above average IT skills (especially Powerpoint and Excel)

\*\*\*New graduates will be considered for this role.

But above all that, your personality is what really counts with us, ambition, drive and determination will make you stand out at Tangerine!

**The Benefits**

* Competitive salary and benefits package
* Holidays that increase with length of service
* Personal and Professional development
* Pension Bonus and Health cover (after qualifying period)
* Company Car

**About Us**

Tangerine Group is a privately held company based in Lytham . Within the group are ten limited companies, each operating as stand-alone entities. We specialise in the manufacture and sales of animal health and nutrition products for farm and companion animals, including veterinary and equine products. We’re passionate about being the best and you should be too!

**Interested?**

Apply online for immediate consideration.