

# limbs&things

- JOB DESCRIPTION -



**JOB TITLE:** UK Sales Manager  
**DEPT:** Commercial Department

## ABOUT

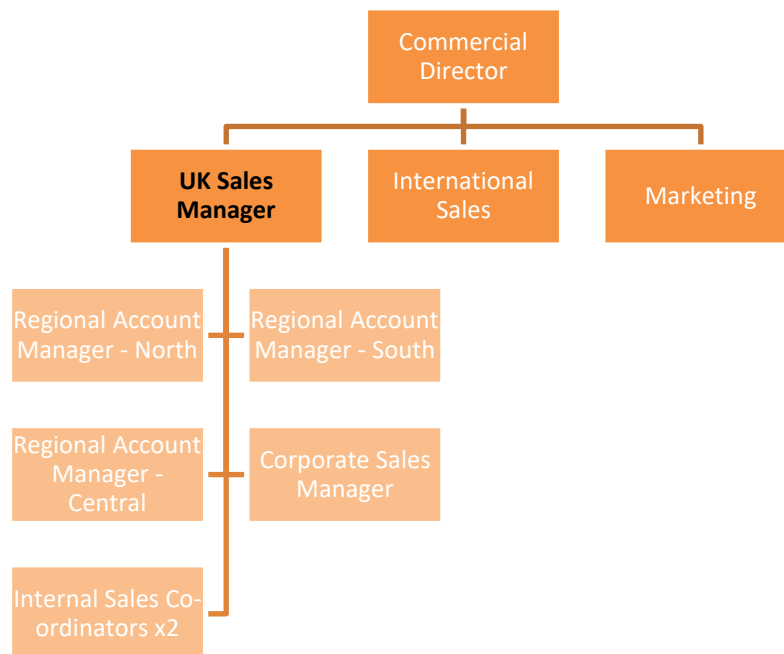
The UK Sales Manager is responsible for the development and delivery of the sales budgets for the UK and International Corporate sales sectors, as well as contributing to the future strategic direction of the business. Leading a team of both external and internal sales representatives, the well-established business is thriving and growing consistently with a highly respected UK brand of simulation trainers predominantly selling into medical university and hospital institutions.

In addition to leading the team, the UK Sales Manager will be responsible for the military sector of the business. The job is a mix of home, field and office based with up to 3 days per week in the office (varies).

## COMMERCIAL'S CONTRIBUTION TO LIMBS&THINGS BUSINESS PLAN

The L&T Sales team is 100% customer focused and facing. Each member of the sales team works with clinicians, and educators to establish their needs for simulators which will help train the clinicians of the future. All this is achieved by consultative selling and building strong relationships with our customers.

## ORGANISATION CHART



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## MAIN ACCOUNTABILITIES

- Develop an annual sales strategy that meets the company's sales goals in line with the 5-year business plan (UK sales, and Global corporate market).
- Implementation of the annual sales targets to create targets for the team, monitoring performance and motivating team to reach targets.
- Increase market share in existing markets and maximise new business development opportunities.
- Maintain and develop relationships with key contacts/institutions (KOL) and corporate partners with the aim of influencing buying decisions and inclusion of key products into developing curriculum.
- Manage military accounts across the UK.
- Lead the Corporate Sales Manager in the development of the corporate business within the UK, USA and International markets.
- Keep up to date with market conditions and competition, feeding back into the business key information and recommendations on new product development.
- Monthly reporting including business unit performance and forecasting.
- Attend conferences, trade fairs and exhibitions as required.
- Responsible for the recruitment, performance, and development of direct reports.
- Providing direction to the sales team, leading by example as well as coaching.
- Working closely with the Commercial Director to develop the longer-term UK sales, and Corporate Sales strategy.

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## TECHNICAL KNOWLEDGE & EXPERIENCE

- A medical, nursing or life sciences qualification and/or experience.
- Proven ability to sell to all levels within healthcare and healthcare education, including consultant surgeons.
- A minimum of 4 years' experience selling devices or consumables within the healthcare sector for a recognised 'blue chip' company preferably having benefited from their sales training program.
- Ability to deal with a complex product range
- Informed approach to sales and sales management, including consultative selling, key account management and pipeline management.
- People management experience, within a sales environment.
- A high level of numeracy, literacy and e-literacy: able to communicate clearly and concisely, verbally and in writing.
- Highly organised, works on planning and preparation, with the ability to share these with the team
- Strong IT skills, experience of working with a CRM system.
- Good reporting skills.
- Experience of forecasting
- Strong interpersonal skills for different levels of the business
- A full and clean driving license.
- Qualified to degree level.
- A medical, nursing or life sciences qualification and/or experience.
- The ability to understand and interpret published journal articles relevant to the field.
- A good working knowledge of Salesforce (CRM system)

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## SKILLS AND COMPETENCES

### DECISION MAKING/FREEDOM TO ACT:

The UK Sales Manager has freedom to act in most aspects of specialism/area of responsibility. The role is expected to be proactive in all operational matters and provide technical/professional input on complex issues. UK Sales Manager decisions taken will impact on efficiency and quality within own specialism/area of responsibility and other associated departments, and the level of service provided to customers. Good judgement informing decision making is a key competency and as a key player within a team, assesses operational risk and its business impact

### **COMPLEX/PROBLEM SOLVING**

In conjunction with the department head, the UK Sales Manager will identify, initiate, develop and exploit creative approaches in their specialism, either through their own activities or via their teams.

Issues presented to jobs at this level require in depth specialist knowledge and the job holder will often be acknowledged as an expert, with others relying on their assessment of sometimes fairly complex operational, creative or specialist matters. UK Sales Manager will draw on technical/professional knowledge to solve problems and where precedent may not exist

### **RESOURCE MANAGEMENT**

The UK Sales Manager oversees the sales team, or alternatively a small team of professional, technical or support staff. The role may be an individual contributor who does not have direct people or budget management, but their specialist expertise is supporting others in the delivery of project management/ milestones UK Sales Manager may be accountable for the delivery of revenue targets and/or budgetary/cost management responsibility and accountable for the resources under their control and required to ensure effective and efficient allocation of resources, be they people or things

### **INTERFACES**

UK Sales Manager promotes a culture of collaborative working within their teams, or as an individual contributor, and across the organisation, whether to manage change or to get the job done, at all times promoting effective working relationships. Good communication skills, including the ability to influence at a senior level within the organisation. The role will be an effective manager of external relationships with partners, customers and/ or suppliers

### **EXPERTISE**

UK Sales Manager knowledge required is likely to be focused in a specialist area within the function and is therefore in depth. Acknowledged subject matter expert in this part of the organisation likely to be evidenced by in excess of eight years' relevant experience. UK Sales Manager has a wider business experience as the required expertise to perform a role at this level requires breadth and perspective.



**JOB HOLDER NAME:**

**SIGNED:**

**DATE:**