

# Job Description

## Area Sales Manager (Toxicology & Paternity Sales)

<b>Department</b>	Commercial
<b>Location</b>	North/South, UK
<b>Summary of Job</b>	Working as a member of the Toxicology and DNA paternity sales team, the job holder will be responsible for the growth of Cellmark's family law related business in a designated geographical area. They will identify potential sales prospects and sell Cellmark's toxicology and DNA paternity services to a range of local authorities, family law solicitors and other relevant customers.
<b>Reporting Structure</b>	Reporting to the Sales and Business Development Manager No direct staff reports
<b>Essential Functions</b>	<ul style="list-style-type: none"> <li>• Building the business within the sales territory using a variety of sales promotion techniques</li> <li>• Developing long term relationships with key customers and prospects in line with the Company ethos</li> <li>• Supporting existing customers with account management and identifying opportunities for developing sales revenue within existing accounts</li> <li>• Identifying and prioritising potential prospects within the territory</li> <li>• Arranging meetings with potential customers to present Cellmark's range of services</li> <li>• Analysing competitor activities in the region and assessing opportunities for business development</li> <li>• Working to revenue targets and KPI's as set by sales management</li> <li>• Attending relevant industry events and conferences to build business, network and promote the Company</li> <li>• Converting agency and internally generated sales leads into active customers with repeat business</li> <li>• Working closely with other Area Sales Manager's and the Sales and Business Development Manager</li> <li>• Putting together sales strategies to target large accounts</li> <li>• Keeping up to date with industry news to identify opportunities for new business</li> <li>• Planning managing and organising the sales activity to maximise efficiency and effectiveness</li> <li>• Recording all sales and promotional activity on the database and producing weekly activity reports.</li> </ul>

## **Job Requirements**

### **Education**

- Preferably a degree or similar in a scientific discipline

### **Experience**

- Previous experience working in a field sales role
- Relevant industry background gained from a competitor or company in a related industry.
- Excellent people skills and an ability to build relationships with people at all levels
- Proven track record of building business and hitting sales targets.
- Significant experience of business development and sales in the public and private sectors
- Broad commercial skills with demonstrated ability to identify new business
- Experience of working with strategic partners
- Account management experience would be an advantage

### **Technical Skills**

- Territory planning skills and ability to develop area sales plans
- Relationship development skills
- Strong selling skills with ability to generate revenue from new and existing customer base
- Account management skills
- Financially literate
- Knowledge of the application of toxicology and DNA testing to family law
- Ability to manage data and personal administration

### **Non-Technical Skills**

- Strong interpersonal skills, personal gravitas and credibility
- Presentation skills (at conferences as well as one to one with customers)
- High energy, tenacity and determination to succeed
- Well organised
- Assertive yet pleasant
- Personal presence
- Independent working and strong teamwork skills

## **Physical Demands**

- Significant amounts of travel by car, which can be tiring
- Using a computer
- Occasionally working late or starting early to meet the demands of the job

## **Working Conditions**

- Office or field based
- Significant amounts of driving
- Regularly staying away from home where business travel necessitates
- Will be required to be SC security vetted