

# Key Accounts Regional Sales Manager



Job Title:	Key Accounts Regional Sales Manager	Company:	Magic Rock
Standard Hours:	40.0 per week	Working pattern:	Mon – Fri
Reports to:	Head of Sales	Responsible for:	Sales Team

## Role summary

Our success as a company really does rest on our people. It's vitally important to us that our staff feel valued, supported and able to fulfill their potential. Our aim at Magic Rock is to enable a positive working environment that results in a high-quality service for our customers and creates value for the business. You'll need to be a dedicated, motivated and a tenacious individual who loves the challenge of sales in a fun and exciting industry.

## Key requirements and duties:

- Achieve the key scorecard targets, focusing on growing like for like business growth.
- Proactively drive sales across the northern areas, maximising Business Development opportunities in identified key areas.
- Increase business and customer account profitability, utilising P&L information to assess financial viability and potential revenue generation.
- Develop and implement new sales initiatives, strategies and programs.
- Creating, negotiating and closing commercial agreements.
- Generating new leads and developing existing customers
- Use data and information available to you to proactively address areas of concern and identify remedies before taps or listings are affected.
- Provide weekly, monthly, quarterly, annual reports to the management team
- Act as a team player and provide support to other members of the regional sales team, building team competency and ability

## Personal skills and qualities

- Self-motivated and positive character with a 'can-do' attitude.
- Excellent communication skills both verbally and written.
- Good numerical and logical reasoning skills.
- Ability to analyse and solve problems.
- Excellent time management with the ability to multi task, prioritise and plan effectively.
- Excellent attention to detail.
- Friendly and professional.
- Ability to use your own initiative.

## Role competencies

- A welcoming and engaging member of the team.
- Aspire to deliver an excellent service.
- To perform the role with creativity and innovation.
- To perform the role in the best interest of the business.
- To continually improve the effectiveness and efficiency of the service.
- Put our customers at the heart of everything you do.

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## Experience and qualifications

- Previous experience delivering results in a similar role combining Sales, Business Development and Account Management
- Strong P&L experience and financial acumen.
- A solid understanding of the UK beer market and a finger on the pulse of your towns and city's best venues.
- Strong influencer with the ability to build long-standing relationships.
- Own car and full, clean UK driving license.