

# **Trade Sales Manager – Job Description**

Function: Trade Sales - Platform, Service & Goods Lift

Reports to: PSG Sales Manager

## **Purpose**

To promote and sell Stannah's Platform, Service & Goods (PSG) lift range to trade customers throughout the UK. The role focuses on building and maintaining strong relationships with trade partners, ensuring excellent customer service. The Trade Sales Manager will deliver and exceed agreed annual sales targets, drive growth in the trade channel, and provide expert advice to trade customers.

## **Key Responsibilities**

- Comply with Health and Safety policies and promote safe practices across all activities.
- As a minimum achieve annual trade sales targets and conversion ratios to grow revenue and profitability.
- Develop and implement strategies to increase sales through trade channels, including distributors and installers.
- Build and maintain strong relationships with trade customers, ensuring repeat business and loyalty.
- Monitor and report on sales performance, identifying opportunities and addressing challenges promptly.
- Gain a thorough understanding of Stannah's PSG product range and competitor offerings to position Stannah as the preferred choice for Trade.
- Provide accurate quotations and ensure clarity on specifications, options, and compliance requirements.
- Follow up on trade leads and quotations promptly to maintain competitive advantage.
- Ensure CRM systems (e.g., Ofbiz) are used effectively to record all trade activity, forecasts, and next actions.
- Collaborate with the Management Team to develop trade-specific promotions, product enhancements, and marketing initiatives.
- Conduct regular visits to trade customers, job sites and attend industry events to strengthen relationships and identify new opportunities.
- Provide technical advice and support to trade customers, ensuring lifts are fit for purpose and compliant with regulations.
- Complete accurate 'As Sold' documentation for orders to ensure smooth handover to Operations.
- Stay informed on market trends, competitor strategies, and pricing to maintain a competitive edge.
- Maintain a professional image and ensure company vehicle is presentable at all times.
- To participate in regular area review meetings with Sales Management and team sales meetings as requested and to come prepared with details of what has been going well, what you could have done better and with ideas for how you can improve your performance as well as identifying training requirements as appropriate.

*This list is not exhaustive and the jobholder will be expected to undertake any duties within their capacity to meet the needs of the business and/or the Sales function.*

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## Skills and Experience

- Proven experience in trade sales within the construction or lift industry.
- Strong understanding of the PSG lift market, including trade channels and customer needs.
- Ability to plan, prioritise, and manage workload effectively.
- Excellent negotiation and relationship-building skills.
- Commercial awareness and understanding of pricing strategies.
- Technical knowledge of lift specifications and compliance requirements.
- Proficient in IT systems including Word, Excel, Outlook, and CRM tools

## Personal Attributes

- Excellent communication skills with the ability to engage at all levels.
- Professional, courteous, and customer-focused approach.
- Resilient and effective under pressure, with a proactive and collaborative mindset.
- Tenacious in achieving goals and committed to continuous improvement.
- Flexible and adaptable to changing market conditions.

## Relationships

### Internal:

- Work closely with Sales Management, Estimating, Operations, and Marketing teams.

### External:

- Develop strong relationships with trade customers, distributors, and installers through regular contact, site visits and meetings