Bring it on

Depot Ready | Work Ready | Customer Ready

IDE Systems Ltd and IDE Rental Ltd, Unit 3 Hyssop Close, Swaffield Park, Cannock, Staffs, WS11 7FU

Sales Manager

Job Title	Sales Manager
Business Unit	Sales
Department / Location	Sales
Reports to	Sales Director
Salary	tba
Date of Compilation	Sept 2026

Role Purpose
The Sales Manager is responsible for responsible for generating new business, developing existing customer accounts, compiling & analysing sales figures and helping the company achieve its sales and growth targets.

Key Responsibilities

- Understand the 'size of opportunity' available to IDE within the UK marketplace
- Develop and implement sales plans to achieve company targets.
- Build a network of influencers & advocates within regional business
- Identify and secure new business opportunities.
- Increase YoY revenue both sales & rental

Other daily tasks will include:

- Attend customer meetings, site visits, exhibitions and networking events.
- Prepare quotations, proposals and presentations.
- Liaise with IDE's Sales Director weekly/monthly with updates & initiative
- Manage the sales pipeline and provide regular forecasts and performance reports.
- Deliver a monthly report on all initiatives, goals, targets & KPI's
- Maintain accurate customer and sales information within the CRM system.

Essential/Preferred Attributes		
	Essential	Desirable
Qualifications	Full UK driving licence	Bachelor's Degree in related field Business Degree in economics or similar
Experience	Previous experience in a sales or business development role. A history of growing revenue in a sales environment	Knowledge of temporary power market
Skills	Excellent attention to detail, and prioritisation of workload. The ability to manage & grow sales Data analysis and understanding of key metrics Capable of taking ownership accountability & responsibility for all matters relating to the role Good customer service and communication skills Ability to adapt to operational changes & challenges Commercially aware and results focused. Comfortable using CRM systems and Microsoft Office.	Ability to hold meetings (both f2f & over TEAM's), conduct telephone conversations to influence the customer in up trading with IDE
Other Attributes	High level of integrity Leadership and Teamwork Able to work independently and as part of a wider team. Ability to travel and work out of core work hours, with short periods of time away from home when required by the business.	

Role Key Performance Indicators	
1.	Revenue growth in sales & hire revenue
2.	Increased order conversation rate (National Accounts should be at an increase win/loss ratio)
3.	Reduce invoice queries
4.	Reduced credits on both sales & rental
5.	Produce a monthly sales report

What we offer	
1.	Company vehicle or car
2.	Sales Commission & company bonus scheme
3.	Holiday entitlement of 25 days plus bank holidays
4.	Full AXA health care, including optical and dentist cash back
5.	Group Life assurance
6.	Sickness insurance
7.	Company Pension
8.	Salary Sacrifice Scheme
9.	Electric Vehicle Scheme
10.	Cycle to work Scheme
11.	Training and development opportunities