Job Title:	Distributor Sales Manager - Europe	Position Type:	Full-time
Location:	Remote	Travel Required:	50%
HR Contact:	personnel@quorumtech.com	Date posted:	November 14, 2022

JOB DESCRIPTION

MAIN PURPOSE OF JOB

Quorum has created an export business for our EM sample preparation equipment, selling to distributors in many countries around the world. As a market leader in EM sputter coating, we are now the target of competition in many markets, and we believe that more proactive management of distributors would be beneficial in combatting this.

The position is a field-based sales role specifically targeting the electron microscopy market and distribution channels to reverse the decline in benchtop (primarily coating and CPD) sales.

The Distribution Sales Manager role will be assigned a sales territory within Europe, providing active management of existing distributors and identifying new opportunities and partners for growth. The focus will be on developing a sustainable benchtop business, although there may be opportunistic Cryo sales as well. Technical and commercial support for distributors is a key aspect of this position.

The job may be based at the Laughton site or remote, although administrative and sales calls can be conducted from home. The role will require extensive European travel for sales visits, demonstrations, exhibitions etc. It is anticipated that a minimum 50% of the time will be field based.

RELATIONSHIPS

Reports to: Commercial Director

Responsible for: N/A

Interacts with: Sales and Service Departments, External Customers,

ROLE AND RESPONSIBILITIES

- Management of the territory as designated from time to time to ensure revenue growth in all the company's products, and to meet corporate sales and other objectives.
- In addition, technical and commercial support for overseas distributors is a key aspect of this position.
- Extensive overseas travel in designated sales territories for sales visits, demonstrations and exhibitions is required
- Support for our European distributors will be required, which could include spending significant time away from home in some instances.
- Responsibility for developing Quorum's benchtop business in the Territory. This will be achieved by promoting Quorum products directly to key users, managing existing sales channels and developing new channels. Key tasks include:
    - Researching the market, meeting with scientific users of Electron Microscopes to establish their needs, how they evaluate sample preparation equipment and how Quorum compares to competitors.
    - Assessing the capabilities of distributors and manage the quality of services provided to end-users.

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  - Reviewing coverage of markets and recommending new partners who could help expand our presence in those markets.
  - Driving the business in the territory to meet and improve annual sales and margin targets.

- Ensuring that Cryo sales in the Territory are handled through the most efficient channel. This may involve direct sales, selling through distributors or local agents for electron microscope manufacturers. Key tasks include:
  - Maintaining a sales funnel of Cryo opportunities in the Territory and reviewing regularly with the Commercial Director.
  - As far as possible, working directly with end-users to assess their requirements and ensuring that the most appropriate channel is used to meet their needs.
  - Meeting target margins on Cryo sales in the Territory

- Providing input to the Senior Management Team on the status of the Territory, market trends and competitive responses. Key tasks include:
  - Representing Quorum at overseas trade shows, conferences, and business meetings.
  - Providing sales funnel reports, monthly and long-term forecasts to the senior management team.
  - Ensuring that customer meetings are minuted and distributed within the Quorum organisation.
  - Acting as the voice of the customer, passing on feedback to the appropriate departments within Quorum.
  - Travelling to HQ for meetings and strategy discussions.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

PERFORMANCE MEASUREMENT

- Sales and Margin targets for the Territory.
- Concise, detailed and accurate reporting of past results, future forecasts and departmental KPIs as required by senior management.
- Ability to meet customer expectations and to maintain Quorum's established reputation for excellence;
- Levels of injurious incidents, reportable accidents, employee absence and labour turnover within department (if a manager);
- Ability to ensure that all established administrative routines and records are kept accurately and up to date.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Degree in a scientific subject or relevant experience.

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Required Experience and Skills

The successful candidate must have:

- Hands on experience with Scanning Electron Microscopes
- A minimum of 5 years' experience in position with similar responsibilities and in a related technical field, selling to academia or industrial laboratories
- Experience in development, implementation, successful execution of plans to generate new business in targeted market segments and prospects
- Experience in managing distributors and agents
- Excellent written and spoken English
- Ability to cope with rapidly changing demands on time and prioritise jobs according to urgency
- Excellent communication skills, the ability to challenge and question while maintaining positive relationships

Preferred Experience and Skills

- Experience selling SEM sample preparation equipment.
- Foreign language ability.
- First-hand experience with electronic business data base and reporting systems, especially SAP B1.

Additional notes:

The Distribution Sales Manager can expect regular overnight travel, with a large percentage of their time spent outside the country. This individual needs to be flexible with extending hours and days of work, when necessary, to meet the needs of customers and associates at Quorum.

- This role includes overseas travel. Valid driving licence and passport required.
- Attendance at trade shows means that ability to sit/stand for long periods is required;
- Assisting with packing/unpacking products will require bending, lifting and carrying heavy equipment.

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