

POSITION DESCRIPTION

SALES MANAGER - WA

OUR VALUES



ABOUT THE ROLE

This role is the key contact for our customers in Western Australia for key account management, technical support and business development.

This is a customer focused role putting you in pole position for identifying and seeking out new growth opportunities, monitoring customer and market trends and effectively predicting customer needs.

The role is responsible for managing current activity and supporting product applications across the mining, energy, engineering and structural Industries where Bisalloy's high performance steel is currently utilised.

You will be the 'face of Bisalloy' meeting with customers regularly, whether it be in their office, in a workshop or on a mine site, to get a comprehensive understanding of their business and product requirements.

KEY RESPONSIBILITIES

- Key account management to distributors.
- Key contact for clients, answering queries, providing technical advice and introducing new products.
- Develop sales opportunities by researching and identifying potential accounts; soliciting new accounts; building rapport; providing technical information and explanations.
- Develop customer accounts by monitoring buying history; suggesting related and new items; explaining technical features.
- Develop and recommend sales plans, annual sales forecasts and budgets for the business.
- Develop long-term relationships with clients, through managing and interpreting their product requirements.
- Identify opportunities for custom-made products.
- Support marketing activities by attending trade shows, conferences, and other marketing events.
- Development of case studies showcasing Bisalloy.
- Deliver technical presentations and demonstrate how a product meets client needs.
- Assess competitors by analysing competitor information and trends; identifying sales opportunities.
- Meet regular sales targets and coordinate sales projects.

THE FINER DETAILS

SALES MANAGER - WA

ROLE TYPE

FULLTIME

REPORTS TO

CHIEF OPERATING OFFICER

ROLE LOCATION



DATE ISSUED: 29 JUNE 2022

DATE LAST REVISED: 17 JANUARY 2023

- Aim for zero harm in every area of business activity.
- Working in a matrix organization, take responsibility to lead Production and Logistics to ensure a robust supply chain growth strategy.

ABOUT THE PERSON

An articulate, confident professional with strong customer focus and relationship development skills is essential for this role. This person must be comfortable to deliver product, application and technical information and support to our broad range of customers, including distributors, across the state of Western Australia.

A technically educated yet savvy Sales professional who has demonstrated their natural ability to seek out opportunities to grow their customer portfolio is an ideal fit.

This person is driven by success and passion to exceed sales targets. Their sharp analytical skills mean they are experienced when it comes to customer and market trends and are able to forecast customer needs.

KNOWLEDGE AND SKILLS

- Technically educated in the area of Metallurgy, engineering or relevant industry experience.
- Demonstrated ability to manage a sales budget and consistently achieve or exceed budget objectives.
- Confident communicator who is able to effectively present information, both verbally and in written form.
- Budget preparation and managing sales to meet forecasts and budget targets.
- Previous experience working as a State or Sales Manager using CRM and other sales tools.
- Sharp analytical ability and a strong relationship development skills.
- Industry experience in Quench & Tempered Steels, and/or wear material sales, preferred but not essential.

