



European Sales Manager - Instrumentation – Job Description

MAIN PURPOSE OF JOB

The role of the 'Regional Sales Manager – Instrumentation' is one that works with the wider sales team, whilst also having direct responsibility for some of the Instrumentation division's customers, old and new. The individual will work as part of the Instrumentation team, helping to manage our routes to market and to deliver explosive, profitable growth.

A key member of the divisional sales team, this post will be responsible for delivering exceptional service & support to our existing network of global distribution partners. However, the business development aspect of this role will also drive the need for an ongoing assessment of our network, ensuring that our current partners continue to be the right ones, removing or adding others where performance does not meet expectation whilst also developing sales within lower value territories and supporting the needs of direct end users.

Due to the customer facing nature of this role, it is expected that the post holder will also be integral in visiting ION Science Partners and customers to gather and feed market intelligence into the business via visit reports. They will work closely with all key stakeholders to help provide latest information for our technology & product roadmaps, further increasing market share and financial performance.

As many of the business resources are shared, the Global Sales Manager will need to influence the relevant individuals to ensure all activities are completed.

EXPECTED KPI'S

- Achieve Sales Against Yearly Target.
 - Increase Overall Gross Margin profitability of the territory.
 - Develop Sales in lower value territories.
 - Train and support existing ION Science Partners.
 - Successfully onboard new partners within strategic locations.
 - Visit ION Science Partners and customers both old and new on a monthly basis.
 - Ensuring routes to market are fully exploited.
 - Ensure a strong sales split across the ION Science product offering.
 - Visit Market related exhibitions and conferences to gain market knowledge.
 - Attend Market related exhibitions and conferences to support ION Science Partners.
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TASKS	SKILLS
<ul style="list-style-type: none">• Drive sales for the instrumentation division, within the assigned territory.• Working as part of a high performing team that delivers exceptional service to our customers, both old and new.	<ul style="list-style-type: none">• A high-performance seller with strong work ethic.• Great people skills.• An understanding of gas detection instrumentation.

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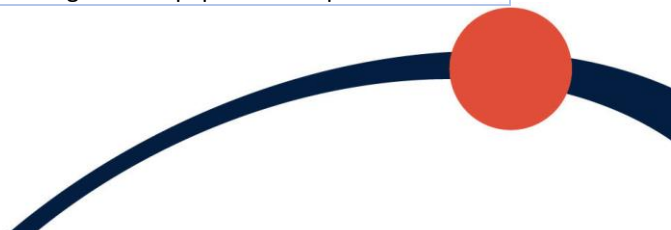
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| <ul style="list-style-type: none">• Lead the hunt for, and evaluation of, new business development opportunities. This applies to direct sales, as well as new product/market development.• To support the Global Sales Manager in producing, agreeing and implementing a divisional sales strategy.• Support the continuous evaluation of rival companies and competing technologies in the marketplace.• Providing product training and up to date advice to partners and distributors.• Responsible for planning the aims, objectives, and priorities within their remit. Communicating this to their team and colleagues as appropriate.• Act as one of the first points of contact for sales enquiries, providing vital sales support during the Instrumentation sales and product development processes.• Responsible for comprehensive, accurate use of HubSpot. Includes managing and monitoring the relevant sales pipeline.• Contribute to our sales and support documentation to ensure they're clear and accurate, alongside researching and writing new content to fill any gaps.• Working with the marketing team to develop new content, events, webinars, and other such items, to help drive customer engagement and the acquisition of new business.• Proactively assist in other areas of the business as and where necessary.• Be an instrumentation champion, internally and externally, ensuring they are represented within the company and promoted externally.• Create in-depth Sales reports detailing market activity, Competitors within territory and all other detail from distributors business and future goals. | <ul style="list-style-type: none">• Fantastic networking capabilities.• Ability to highlight and gain sales into new market sectors.• A good understanding of strong and weak market sectors.• Ability to identify new market sectors.• An experienced seller with the ability to manage and grow business.• Understand the pressures of achieving sales targets.• User empathy and an aptitude for using this to foster relationships that resonate and engage.• Strong industry knowledge and competitor understanding on relevant technologies.• Be able to convey complex technical topics with simplicity, both verbally and in written form.• Demonstrable communication skills with the ability to influence at all levels.• Proven problem solving and decision-making skills.• Facilitation skills with the ability to drive cross-business work.• Customer orientation with the ability to build effective working relationships.• Proven experience of delivering and preparing presentations at all levels in a variety of business forums.• Be capable of working independently as well as in a team.• Desirable understanding of ATEX regulated equipment and protective |
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<ul style="list-style-type: none"> • Work closely with Product Managers and be the voice of the customer. • Create detailed quarterly sales forecasts. • Work alongside the Internal Sales Support network to help educate and train. 	<p>systems.</p> <ul style="list-style-type: none"> • Desirable degree education in relevant engineering/science.
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COMPANY BENEFITS:

- 25 days annual leave + Bank Holidays (annual holiday increasing with service)
- Pension Scheme – Employer contribution of 8% following a successful probation
- Life Assurance Scheme
- Private Medical Scheme with AXA

WORKING PATTERN:

Monday to Thursday: 08:30 – 17:00
 Friday: 08:30 – 15:45
 Full time, permanent position

LOCATION:

This role is based at the ION Science head office, located in Fowlmere, 10 miles south of Cambridge.

Our Core Values:

					
Fun	Embrace change	Respectful	Responsive	Challenge the status QUO	Committed

Due to the high level of CVs that we receive, we regret that we will not be able to contact you unless your CV is being progressed to interview stage.

