

Group Sales Manager – Plant Machinery

Location: Leicester (preferred) or Leeds

Salary: Approx. £50,000 per annum + Company Car

Reporting to: Managing Director

Role Type: Full-time, predominantly office-based with occasional travel

Role Overview

We are seeking an experienced and confident Sales Manager to lead and oversee our field-based sales team within a plant machinery business. Reporting directly to the Managing Director, this role will act as the key link between senior leadership and the sales team, ensuring performance is monitored, sales activity is tracked, and clear reporting is provided to support strategic decision-making.

The successful candidate will play a vital role in managing, motivating, and holding the sales team accountable, while also ensuring clear communication flows between the Managing Director and the wider sales function.

This position will be predominantly office-based in Leicester (preferred) or Leeds, with occasional travel required to accompany sales representatives to customer meetings, attend trade shows, and support key accounts when necessary.

Key Responsibilities

Sales Team Management

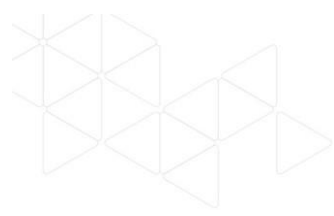
- Manage and oversee the performance of the field-based sales team.
- Provide leadership, guidance, and support to ensure the team meets and exceeds sales targets.
- Act as the first point of contact for the sales team, assisting with issues, queries, and escalation of customer matters.
- Monitor individual sales activity, pipelines, and conversion rates.
- Challenge behaviours and performance where necessary to maintain high standards and accountability.
- Support the development and coaching of sales staff to improve effectiveness and performance.

Reporting & Performance Monitoring

- Track sales performance across the team and produce regular reports for the Managing Director.
- Maintain and analyse sales data using Excel and company systems.
- Provide clear insights into performance trends, opportunities, and areas requiring improvement.
- Prepare weekly and monthly sales performance reports and summaries.

Communication & Coordination

- Act as the buffer and communication link between the Managing Director and the sales team.
- Ensure key messages, targets, and business priorities are clearly communicated and understood.
- Work closely with the Managing Director to refine and develop the sales management structure and processes.



Sales Strategy Support

- Assist in the implementation of sales strategies and targets set by the Managing Director.
- Monitor market trends, competitor activity, and customer feedback through the sales team

Customer & Industry Engagement

- Occasionally accompany sales representatives on customer visits.
- Attend trade fairs, industry exhibitions, and key client meetings where required.
- Support the team in managing key accounts and complex sales opportunities.

Skills & Experience Required

Essential

- Previous experience in a Sales Manager role.
- Proven ability to manage and motivate a field-based sales team.
- Strong experience in sales reporting, performance tracking, and data analysis.
- Excellent Excel and reporting skills.
- Confident communicator able to challenge decisions and behaviours constructively.
- Strong organisational and leadership skills.
- Experience working in equipment, machinery, plant, construction, or a similar sector (desirable but not essential).
- Full UK driving licence.

Personal Attributes

- Confident and assertive leadership style.
- Strong problem-solving ability.
- Comfortable working closely with senior leadership.
- Highly organised and detail-oriented.
- Able to balance supporting the team while maintaining accountability for results.

What We Offer

- Salary of approximately £50,000 per annum
- Company car
- Bonus linked to sales team performance
- Opportunity to play a key leadership role
- Close working relationship with the Managing Director
- Long-term career development opportunities