**Area Sales Manager Job Description**  
February 2025

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| GENERAL DETAILS | | | |
| **Job Title** | Area Sales Manager | **Location** | Cubley |
| **Department** | Sales | **Manager** | Regional Sales Manager |
| **Manages people** | No | **Budget Responsibility** | No |

**About us**Altegra has grown to become one of the UK's leading independently owned material handling equipment service providers. We offer an individual solution for all our customer’s facility needs including forklift trucks, industrial and commercial doors, and general industrial equipment, to also cover rough terrain, telehandlers, utility vehicles, operator training and much more.

**About the Role**

The purpose of the role is to grow the geographical portfolio of your post codes with the sale of MHE equipment to new and existing customers in the postcodes HR/WR/GL/LD/SY.

The position is suited to a highly motivated, driven individual who can excel in face-to-face interaction with customers. The individual must have the ability to prospect for new business and thrive on working in a team environment. The individual will need to be confident, energetic, disciplined and accurate in record keeping. The Area Sales Manager will report directly to the Sales Manager.

**Responsibilities**

On a day-to-day basis you will:

* Building strong relationships with new and existing customers.
* Managing your customer data base via the CRM system.
* Delivering on your annual sales targets, to increase revenue and company profits on new and used truck sales across all product ranges.
* Finding new routes to market, through prospecting, networking and clear strategies in line with the company’s objectives
* Conducting detailed application site surveys where necessary.
* Ordering and processing ancillary items, attachments, batteries etc.

**Candidate Requirements**

* Good IT skills MS Office suite including excel and word.
* Ability to work remotely and as an integral part of a team.
* Must have a high attention to detail.
* Good communication and presentation skills.
* Enjoy selling and working with others both external and internally.
* MHE or capitol capital equipment sales experience advantageous.
* Good interpersonal skills.
* Good time keeping and having the ability to work under pressure.
* Demonstrate a trac record of success.