

JOB DESCRIPTION – SALES MANAGER - EUROPE

Job Title	SALES MANAGER - EUROPE
Date Reviewed	FEBRUARY 2024
Responsible To	SALES DIRECTOR
Responsible For	
Location	MAINLAND EUROPE

Business Profile

AVK are the UK's leading provider of critical power systems and maintenance that guarantee your power. For 30+ years we've been supplying UPS systems and standby diesel generators providing our clients with reliable back-up power solutions for their mission critical services & systems.

We are trusted by many of the UK's largest Data Centre operators, Finance & Banking providers and Telecommunications companies to design, install and maintain 100% power integrity by providing diesel generators, uninterruptible power systems, switchgear, protection relays and turnkey solutions.

AVK specialise in all aspects of the design, planning, implementation and on-going maintenance of critical power systems. We provide solutions for standard or bespoke applications, with UPS systems ranging in size from 1kVA to 800kVA to standby diesel generation ranging in size from 5kW up to 4MVA and covering all project sizes from £1k up to £100m. Our extensive and growing client base reflects our highly regarded reputation for both quality and service.

Overview

The European Sales Manager, reporting to the Sales Director in the UK, holds a pivotal role in business development and sales operations across the European market. Their primary responsibility involves working closely with our existing European Data Centre clients as well as building new relations and business opportunities. This role requires the individual to be self-motivated and possess excellent communication skills. They will play a crucial role in coordinating marketing efforts and customer service initiatives in the European market to drive growth and enhance the company's presence in the region. The role has responsibility for quality, process and the high standards our customers expect. Frequent travel throughout Europe and to our Head Offices in Berkshire and London will be required with occasional overnight stays.

Responsibilities

	Manage existing customer relationships and pipeline
	Actively source new business primarily within the Data Centre market as well as other critical power sectors to expand the AVK portfolio through networking, recommendations and industry knowledge
	Actively promote all areas of the AVK Business offering including Standby Diesel/HVO, Gas, Dual Fuel, Power Plants, Battery Storage, ECS controls etc
	Work closely with our existing and new clients to develop multi-year framework agreements that will secure long term relationships and growth
	Work closely with M&E suppliers, contractors and consultants to produce commercially attractive and value engineered solutions
	Maintain connections with key clients to create leads and build a network of clients generating exposure of the AVK brand
	Support designated customers' requirements, ensuring all services and requirements are delivered professionally and proactively
	Facilitate the successful negotiation of commercial and contractual terms for secured business opportunities in conjunction with the Sales Director, legal and Commercial teams
	Provide detailed and accurate sales forecast
	Produce technical and complex tender documents within the required tender period in collaboration with Technical and Engineering departments
	Undertake tender analysis of bids, technically review sub-contractor bids to validate costings and data
	Respond without delay to all enquiries providing the best solution expected by our customers high standards
	Provide comprehensive quality assurance documentation in preparation of handover to the Project Delivery team
	Assist our marketing teams with information to promote our business and be available for marketing events and conferences
	Be prepared to travel as necessary to meet the requirements of our clients

Person specification

Key skills and knowledge	Desired/Essential
An academic qualification in engineering or construction or a minimum of 10 years experience (QBE)	Desired
Minimum qualification level HNC/Level 3 NVQ/A Level	Essential
Excellent written and oral communication skills	Essential
Minimum of 5 years B2B experience within M&E and construction industry	Desired
Minimum of 5 years+ experience working in power generation and sales	Essential
Experience in the Data Centre Sector	Desired
Ability to manage end to end sales process	Essential
A driven, target focused approach to sales	Essential