

French leader in its market is looking for a **French speaking National Sales Manager** to prospect, develop, and manage major national and regional accounts across the UK. The role ensures the achievement of sales objectives in line with the company's strategic direction while strengthening brand presence and market position. Our client is looking for an experienced and autonomous Sales Manager who will drive the business forward and will help them to get a bigger market share. You will report to the Commercial Director based in France.

### **ROLE of the National Sales Manager:**

#### *Sales & Business Development:*

- Identifying, prospecting, and securing national and regional purchasing centres.
- Developing and maintaining strong relationships with regional customers and prospects.
- Organising and participating in trade shows and industry events.
- Taking customer orders directly when required.
- Increasing and protecting turnover within the customer portfolio, implementing corrective actions and identifying growth opportunities.
- Applying advanced sales and prospecting techniques.
- Managing the commercial resources and policy allocated to the role.
- Identifying customer needs and proposing appropriate solutions.
- Developing and maintaining the brand's visibility on social media in line with group directives.

#### *Reporting & Administration:*

- Participating in weekly telephone meetings with senior management.
- Coordinating with the Customer Service Manager regarding field actions and replenishment follow-ups.
- Maintaining and sharing a detailed activity forecast (appointments, meetings, tasks) via Outlook.
- Producing weekly activity reports.
- Managing daily email correspondence (consulting, responding, filing).
- Updating and submitting control tables to management; ensuring proper document classification and archiving (PC and network).
- Use all company-provided tools (OneDrive, ERP, expense software, reporting matrices, etc.).
- Representing and promoting the company's strategy positively, both verbally and in writing.

#### *Market & Product Knowledge:*

- Developing in-depth knowledge of the company's products and sales techniques.
- Collecting market intelligence and providing feedback and recommendations (competitors, customers, products, trends).
- Monitoring product developments and identifying emerging market trends and customer needs.
- Proactively approaching and engaging decision-makers.

**PROFILE:**

- Previous experience in field sales as a Field Sales Manager or Field Sales Executive, Territory Manager, Area Sales Manager or Sales Manager
- Proven experience in working with remote management and achieving targets
- Fluent or intermediate French
- Strong business development skills as well as account management
- Tenacious, autonomous and able to build up relationship with clients
- Ability to travel four days a week

**SALARY & BENEFITS:**

- Basic £45k /y+ bonus according to KPIs
- Car Allowance : 8 000 £ /y
- Plus expenses according company policy