



The Global Recruitment Co.
www.theglobalrecruitmentco.com
contact@theglobalrecruitmentco.com

Ideal Role: Regional Sales Manager

Location: Caterham

Notice Period: Available - middle April

An ambitious Regional Sales Professional looking for his next career move in and around the London and South East areas.

Experienced in selling into fabricators, architects, councils and commercial projects. Bringing on new customers and new business consistently and has the drive to learn and develop. Experienced in looking after customers across a large area like the South East and London.

Employment History

I am a successful National Account Sales Manager and Regional Sales Manager with over nineteen years of extensive experience within the trade and retail environments. Currently, I excel in managing large-scale projects, from new builds to standard site contracts, for Eurocell, serving both trade and retail clients.

My recent roles have encompassed multi-site and multi-brand responsibilities. I Present exceptional leadership qualities, outstanding communication, and superior customer service skills. I pride myself on working with integrity, professionalism, and a positive attitude. My passion for both the retail and trade industries and their dynamic environments remains unwavering.

Work Experience

Regional Branch Sales Manager - ending due to redundancy

Eurocell-South East London March 2021 to Present

- Managing and maintaining over 500+ branch accounts, including traders, stockists, drop shippers, and major contractors.
- Overseeing West Sussex council projects and new build developments, supplying roofing materials, UPVC windows and doors, aluminum windows and doors, and composite doors.
- Successfully closed a conversion of 89% of quotes for 2024 by understanding market trends and maintaining competitive pricing and maintaining relations.
- Create business plans in alignment with company objectives and forecast quarterly sales, consistently exceeding quotas.
- Analyze regional market trends to identify and capitalize on new growth opportunities.
- Drive local sales growth through B2B networking and effective sales techniques. • Collaborate with the branch network and regional sales manager to expand the customer base and convert new business opportunities.
- Onboard new customers and serve as the primary contact for prestigious clients, maintaining a high level of customer service.
- Achieved a combined sales target vs. budget with significant overperformance in 2024, exceeding overall regional targets by an average of 14%, Hitting 9 out of 12 budgets.
- Conduct site surveys, coordinate with building control and architects, and manage large project tenders.
- Identify and approach targeted potential customers, effectively showcasing our product range and service offering to drive customer acquisition and revenue growth.

-
- Lead the development of sales opportunities with existing key accounts, optimizing customer spending by expanding product offerings and reducing dual sourcing.

Head of sales and Business development

European Electronic Cigarette December 2019 to March 2021



The Global Recruitment Co.

www.theglobalrecruitmentco.com

contact@theglobalrecruitmentco.com

Nationwide

- Identified and developed new business opportunities, increasing territory performance.
- Established a pipeline of opportunities in key target client sectors.
- Forecasted trends and developed strategies to capture maximum benefits.
- Designed and implemented induction plans, leveraging office relationships for support.
- Aligned sales strategies with senior management teams.
- Built relationships with key customers across the UK, supporting the team with weekly field accompaniments.
- Created brand awareness through marketing and sales materials.
- Conducted monthly meetings with senior management to discuss business planning and profit figures, reporting to the board.
- Recruited and managed a new sales team of seven using a strategic recruitment process.
- Managed wholesale FMCG to a chain of over 50 supermarkets and independent wholesalers.
- Introduced the company to a major buying group and represented the company at international conferences to negotiate deals and promotions.
- Managed client relationships and conducted onboarding meetings and negotiations with new clients.

Area Manager

VPZ-East London

July 2017 to December 2019

- Conducted daily store visits and concise performance reports across London, East Sussex, and Essex.
- Analyzed profit and loss reports, implementing changes to improve store operating profit.
- Maximized output within a strict labor model, achieving a 58% margin.
- Implemented Tobacco Product Directive policies and adhered to strict merchandising standards.
- Drove store teams to surpass sales and profit targets, aligning with the regional business plan.
- Translated strategy into actionable objectives, using KPIs to drive high performance.
- Recognized and reinforced exceptional management performance to foster a strong performance culture.
- Followed talent review processes to ensure succession planning and internal progression.
- Managed poor performance issues and ensured payroll costs for 85+ employees aligned with sales and budgets.
- Communicated effectively with the Retail Director and other departments.

Cluster Store Manager

CeX

December 2012 to June 2017

Central London & south

- Achieved +16% LFL Sales and +7% LFL Buys in 2016.
- Drove store teams to exceed sales and buys targets, aligning with the company business plan.
- Translated strategy into actionable objectives to ensure high performance and effective use of KPIs.
- Enhanced store merchandising and display quality through careful commercial analysis.
- Introduced a brand awareness and product layout plan, increasing sales performance and productivity, later adopted company wide.
- Managed a target-driven team of 26 full-time and part-time employees.
- Developed a performance tracking spreadsheet that improved staff and business performance, now used company wide.
- Achieved 11% year-over-year growth in e-commerce sales while maintaining logistics and keeping shrink under 0.2%.
- Turned around two previously underperforming stores within the region.
- Recognized and reinforced exceptional staff performance to foster a strong performance management culture.
- Supported talent acquisition by hosting "insight" days for potential Store and

General Store Manager

Jessop's-Croydon

July 2009 to November 2012

July 2009- November 2012

- Recruited and trained new staff, organizing effective training events.
- Provided direction and leadership, maximizing store sales and profit.



The Global Recruitment Co.

www.theglobalrecruitmentco.com

contact@theglobalrecruitmentco.com

- Delivered outstanding customer service within the agreed business plan.
- Communicated effectively with the Retail Director and other departments.
- Managed Key Performance Indicators (KPIs) to meet company expectations.
- Ensured high levels of customer satisfaction, making it central to business profitability.
- Maintained payroll costs in line with sales.
- Handled procurement and distribution logistics efficiently.
- Managed and resolved poor performance issues at management levels.

General Store Manager

Tile Giant-Croydon

September 2005 to March 2009

- Maximized store sales and profit while delivering exceptional customer service.
- Recruited, developed, and performance-managed the store team to increase market

share.

Assistant Store Manager

Tile Giant-Croydon

April 2005 to September 2005

- Accountable for all aspects of the store in the General Manager's absence.
- Managed, motivated, and coached the Sales Floor Controllers to maximize store margins.

Sales Assistant

Tile Giant-Croydon March 2005 to April 2005

- Collaborated with the Assistant Manager and General Store Manager to ensure adherence to the sales process and improve KPIs.
- Maximized sales opportunities to exceed targets, initiatives, and campaigns.
- Delivered superb customer service, ensuring a consistently positive customer experience.

Education

BA (Hons) in Business management

United World College/Singapore Polytechnic - Singapore

2001 to 2005

'A' Level in Mathematics

Skills

- Customer service
- Organisational skills
- Microsoft Office
- Sales leadership
- Business development
- Project management
- Key account management • B2B sales
- B2B marketing
- Contract management
- Stake holder management • Communication skills
- Leadership