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**JOB DESCRIPTION**

<b>Job title</b>	Sales manager – Italy
<b>Department</b>	Sales & marketing
<b>Responsible to</b>	European Sales Manager
<b>Salary</b>	Competitive
<b>Benefits</b>	Car, Phone, Laptop
<b>Hours</b>	40 hours per week
<b>Holidays</b>	26 days per annum, plus statutory holidays
<b>Location</b>	Milan, Italy (Preferably)

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**About the Company:**

Brompton holds a vision of transforming how people live and get around in cities. The Brompton is made for cities and made for you. It was conceived as a product that increases people's sense of independence and freedom, and this concept is still at the heart of everything we do. The Brompton is acknowledged worldwide as the finest bike of its type and this excellence, combined with resurgence in cycling for transport means we are enjoying strong company growth. If we are to continue to thrive we need to recruit great people who can further drive sales.

We are proud of our bikes and enjoy using them. We export 80% of our production to 44 countries around the globe and intend to produce over 60,000 bikes this year but believe that we're just getting started.

Brompton Bicycle manufactures in its new factory in West London a bike that is generally considered the best portable bike there is. The company is privately-owned, successful and profitable, and we have good relationships with our distributors and users.

If you have huge enthusiasm, thrive on being given responsibility and are excited about the opportunity to sell market leading products that make a difference to people's lives, we can offer you a job you will not find anywhere else.

**The Role**

This is a sales and marketing role in a region where further growth is required and is a strategic focus for current and future investment – including the launch of Brompton Electric in 2020 and other exciting pipeline innovation, and the development of our flagship Brompton Junction retail format.

This role covers Italy, a market where Brompton is about to operate directly with its retail network, after parting with its long-term Distributor.

Reporting directly to the European Sales manager (based in London), the role carries a significant degree of autonomy. You will work in a small energetic team with direct inside sales support from the UK to achieve your goals. You will take full responsibility for the current Italy Brompton retailer network (circa 40 stores) and besides that you use everything within your ability to be entrepreneurial to create new business opportunities. As part of your role you are responsible for guiding events into the right direction together with the marketing department and sales manager.

Your principal remit shall be to grow bikes sales across the region, without traditional selling tools such as volume/bundle discounts or rebates to hand; and smash through preconceived attitudes towards the folding bike in Italy. This will have to be performed under a challenging transition to direct route to market context.

Already sympathetic to Brompton Brand values, you will quickly grasp you are selling lifestyles, not just a bike. One of your greatest challenges will be to convey this to retail store staff around the region, individuals that are quite often a barrier to growth: ignorant to the joy and pleasure attached to owning a Brompton.

## **The Person**

The person in this role will be a self-starter and able to encourage to perform at the highest standards to achieve objectives and overcome problems. They should be able to challenge the status quo in order to achieve a culture dedicated to continuous improvement and best practice.

They will be expected to set tough objectives, monitor progress and if necessary, take corrective action and generally control the performance of both self and if appropriate, others. The successful candidate will have to assert authority on occasions in order to meet agreed timescales and deadlines.

The person occupying this role should be able to create a network of contacts, internally and externally that will be able to assist the business needs. They will mentor and support those who are not confident in their area of competence and build morale within the team.

They will enjoy the challenge of problem solving and come up with well thought through practical solutions. They must be proactive and energetic in the work situation, seeking to get things done and at the same time deal with a variety of tasks

The role requires an entrepreneurial self-assured person that is strongly results focused, well organised, self-motivated and resourceful. You can work effectively and efficiently remotely.

Brompton is looking for someone with 4-5 years of experience preferably within the bicycle industry (bike sales or parts and accessories) that has a clear understanding of the market developments, strategic competition, suppliers and retailers within. You have the talent to confront the rapidly changing marketplace; and identify correct routes to sustainable long-term success. Additionally, you will personable and resourceful

## **Responsibilities**

### **External**

- Build relationships with key contacts and customers, to gain clear understanding of their businesses, requirements and objectives, to ensure sales metrics are met and expectations exceeded
- To identify, target, liaise and visit core prospective customers
- To open dealerships, negotiate agreements and close sales
- Identifying and resolving customer concerns
- Creating suitable strategies for dealing with obstacles, customer objections and competitor situations
- To deliver a programme of product sales training and support
- To co-ordinate, deliver and monitor the Brompton Dealer Accreditation programme
- To identify opportunities that require additional support and resource
- To represent the company at trade exhibitions, events, demonstrations and seminars
- Set up and organise events with retailers & businesses

### **Internal**

- Delivering on sales targets
- Management of day-to-day sales
- Represent the requirements of the customer to internal organisation
- Make an accounts analysis to set proper approach plan for your region
- Weekly meetings with the European Sales Manager
- Deliver a monthly report to the European Sales Manager
- Gather your own sales information to analyse and act on

- Frequently travel to Head office (London) (3-4 times a year)
- Full responsibility to set, organise, control and fulfil commercial events (you will have close contact with the marketing department)

### Personal Requirements

- Strong sales, commercial, and customer service skills
- Seeing huge potential in our product
- Market aware and commercially focussed
- Fluent in English and Italian languages
- Consultative sales approach
- Strong numeracy skills
- Minimum of 4-5 years Channel Management sales experience – ideally within The Italian bicycle market - with proven trade relationships
- The role will require significant travel to current and potential clients, a valid passport and driving licence is essential
- A natural communicator with the ability to persuade and influence others
- Competence in the development and delivery of presentations
- An understanding of Brompton's ethos and how this has shaped its brand values
- Passionate, determined and resourceful
- Knowledge of Advertising and Sales Promotion techniques
- Familiar with international variances in culture and legal issues as pertaining to sales
- Attention to detail and a willingness to dig down into details while retaining a sense of the broader picture are essential

### Job Profile

Brompton utilises Personal Profile Analysis and Psychometric Assessments during the recruitment process to identify the behaviour requirements and working styles of our job functions. Below outlines the 4 basic characteristics generally displayed in the working environment. This job profile will allow all candidates to decide if they fit the profile for the role.

#### Dominance (High D)

- A firm and assertive working style is a prime requirement.
- The ability to set challenging goals is an important role requirement.
- Reacting quickly and decisively to change will be necessary.
- Preparedness to take difficult and sometimes unpopular decisions will be demanded of the job holder.

#### Influence (High I)

- Positive attitudes and a social disposition will always prove to be a distinct advantage for the person occupying this position.
- The possession of strong, inter-personal networks across a range of industries, operations and interests will be highly regarded.
- The role offers incumbents the opportunity to meet and mix regularly with others.

#### Compliance (High C)

- A thorough, disciplined and detailed working style will be needed
- The logical and detailed analysis of data and processes will be a key component
- This position will accommodate those people who are naturally conservative and conventional

- complying with clearly defined rules and policies will be expected

#### Steadiness (Low S)

- Patience, leniency and stability are values that may have to be sacrificed in this role
- The ability to demonstrate flexibility in approach and an anxiety to complete assignments on time are important factors for success.
- A style that is energetic and restless is likely to be compatible with the more dynamic and fast paced demands of this job.
- Above average mobility, being self-critical and flexible are some of the values that will be sought after.

#### The Brompton Environment

Brompton offers you a very pleasant working environment with enthusiastic colleagues who get along very well. The working climate is informal, but we work hard. Next to good terms of employment Brompton offers you the opportunity to work in a responsible and challenging job within a dynamic, international and ambitious environment. We are all proud to be part of Brompton Bicycle; we all share the same passion and dedication to the company despite any differences in cultural backgrounds and skills.

Whether you're early in your career or an experienced professional, Brompton provides you with everything you need to excel in your job and encourages personal growth.

#### How to Apply:

If you feel you fit within the Brompton team spirit and you can bring talent, innovation and enthusiasm to our workforce then please email your CV and covering letter in English before **12<sup>th</sup> September 2019** to: [recruitment@brompton.co.uk](mailto:recruitment@brompton.co.uk)

***You should be advised that any applications submitted without a covering letter and CV will not be considered for the role.***

The company reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the company's business.

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences of relief, to equalise peak work periods or otherwise to balance the workload.