



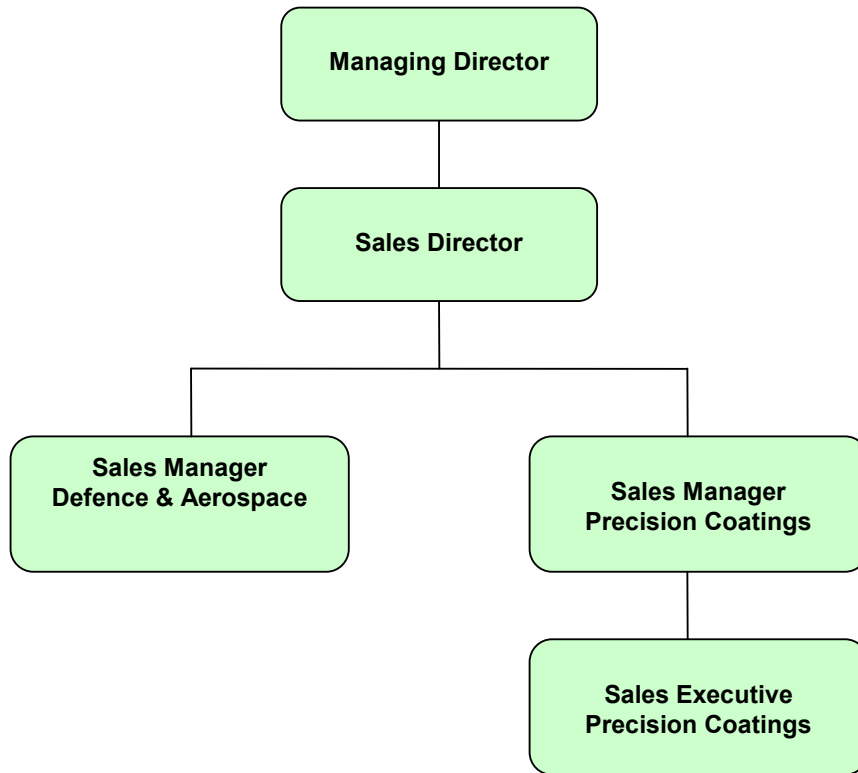
Job Title:	Sales Manager, Defence & Aerospace – Artemis Optical Limited
Location:	Plymouth, Devon
Job Holder:	TBD
Reports To:	Sales Director
Effective from:	Immediately

1. **Purpose**

Worldwide, within the designated market segment

- Business Development
- Key Account management
- Collection & reporting of market intelligence

2. **Organisation Chart**



3. **Job Facts and Figures**

- 2010 Shippable Added Value Budget – £TBDK
- Average Gross Margin >40%
- Maintain business and maximise AOL's share in each key account
- Current business TBD.
- Will require significant national and international travel

4. **Principal Responsibilities**

- 4.1 To lead Artemis' business retention activities in designated market segment.
- 4.2 To own the order intake forecasts, and contribute to the annual strategic and operational sales budgets.
- 4.3 Own the business process from first enquiry to order processing & after sales support.
- 4.4 Facilitate & develop interaction between Sales and Marketing, Technical and Operational functions.
- 4.5 To provide detailed understanding of the markets, and competition, to enable capture plans and priorities to be formulated.
- 4.6 To assist in determining promotional requirements, including advertising, web site, exhibiting and the production of sales literature.
- 4.7 To maintain a Contact Database and Customer Follow-Up System to ensure that customer responsiveness performance standards are achieved, and customers' expectations are satisfied.
- 4.8 To maintain a high level of customer dialogue to identify and confirm requirements, strategy, & customer satisfaction.
- 4.9 To own the expenditure and travel budgets and ensure the business is won and serviced cost effectively.

5. **Necessary Knowledge & Experience**

- 5.1 Proven track record of 5 years success in a business to business sales environment.
- 5.2 Capable of selling solutions based upon AOL's capability & capacity rather than products.
- 5.3 Goal & success self motivated.
- 5.4 Capable of working with a team but using individuals own initiative.
- 5.5 An ability to assimilate the unique selling points of the company's capabilities & to talk to customers at a technical level.
- 5.6 Relocateable to the Plymouth environs.
- 5.7 Capable of achieving MOD security clearance.

6. **Remuneration package**

Salary £25-30k dependent on experience + performance bonus