



HIRE SOLUTIONS

AREA SALES REPRESENTATIVE - ROLE PROFILE

BACKGROUND INFORMATION

- POSITION:** Area Sales Representative – Vehicle Hire
- FUNCTION:** To assist in driving and growing new business in the designated vehicle hire area. To find new business opportunities within the GAP group. Manage and develop business from existing GAP customers and introduce new customers to the Group.
- LOCATION:** Based at GAP Depot
- REPORTING TO:** Head of Sales – Vehicle Hire
- LIAISING WITH:** All GAP Divisions and Departments. Responsible for developing the internal client base and working alongside the GAP Group ASR's to develop future growth.

RESPONSIBILITIES

- Identify and maximise revenue through cross selling all GAP divisions to existing customers based/working within your area for your depot cluster
- Identify new business opportunities and introduce new customers to the company, particularly those with the ability to spend in the appointed depot cluster
- Manage a portfolio of customers to ensure revenue growth and the smooth running of their account
- Actively support GAP's Major Accounts through regular visibility and relationship building at site and regional office level
- Pre-qualify potential customers' ability to pay in consultation with credit control, and the Head of Sales – Vehicle Hire where necessary
- Prepare and submit proposals and quotations to customers, based on the customers' ability to pay and potential/likely spend
- Review customers spend regularly, through monthly depot/customer revenue reports, to ensure spend has been honoured in line with new or updated agreements and review rates accordingly
- Establish a broad contact base with all customers in the area to incorporate the key contacts within Management, Procurement, Accounts & Health & Safety as well as all site personnel
- Submit relevantly detailed and accurate reports, as outlined, to Head of Sales – Vehicle Hire
- Regular appointments with, and calls to, all GAP customer types ensuring effective prioritisation
- Using management information provided, identify, and take the necessary course of action required to stimulate activity with down traders, non-spending customers or customers using other suppliers more frequently
- Ensure customer site leads and other relevant market knowledge is followed up and relayed to relevant GAP personnel
- Attending and reporting at regional sales meetings

- Liaising daily with the operational teams in all GAP divisions to find new Vehicle Hire customers

PERFORMANCE INDICATORS

- Professional, approachable friendly and highly driven
- Depot revenue vs budget
- ASR portfolio vs budget
- Achieve an average of 3 quality calls per (available) day
- Effective relationship building with all GAP colleagues in depot cluster, head office and beyond
- Quality and timely submission of reports
- Proactivity with quotes and customer agreements. ASR customers must have live agreements in place consistently
- On-going management appraisal through monthly joint visits and quarterly KPI meetings with the Head of Sales – Vehicle Hire
- Demonstrating the GAP CODE at all times