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|---|------------------------------|---------------|-------------|
| Role | Specifications Sales Manager | Position type | Full time |
| Department | Electrical Sales | Holidays | 34 per year |
| Reporting to | Head of Sales Electrical | Hours | 37 per week |
| Location | Home Based – Remote London | Doc version | V1 Nov 2023 |
| Apply with your CV and a short covering email to recruitment@wandsworthgroup.com | | | |

Company overview

Established in 1904, The Wandsworth Group consists of three business areas:

Wandsworth Electrical, Wandsworth Healthcare and Wandsworth Smart Buildings.

- Wandsworth Electrical manufactures premium light switches and sockets, which can be found in some of the most prestigious addresses in the world from Buckingham Palace to the Burj Al Arab in Dubai. We are proud to be able to apply the Made in Britain label to our products, which are manufactured on site in Woking.
- Wandsworth Healthcare provides bespoke Nurse Call systems at patients' beds across a wide range of healthcare applications in both the NHS and private settings.
- Wandsworth Smart Buildings combines traditional Wandsworth technology with KNX enabled building management solutions, from our German owner, GIRA for complete building automation.

As a business we pride ourselves on the quality of the products we produce as well as the quality of the service we offer to our customers. Our team are a key component of what makes us special, we have many staff who have worked with us for over 20 years and we work hard to retain and develop our team.

Role overview

Due to continued growth, we are adding an additional Specifications Sales Manager to our sales team.

Working as a key part of our electrical sales team, our Specification Sales Managers are at the forefront of expanding our market presence and increasing product specifications. Promoting our switch, socket and building control offering to specifiers.

Operating as a partnership manager, you will spend most of your time out of the office, meeting with partners, customers and potential customers. This role acts as the bridge between the company and key stakeholders, including architects, specifiers, and designers.

You will develop and nurture new and existing relationships, developing a deep understanding of their needs and projects. Supported by our technical and product development teams, you will work hand-in-hand with clients to identify and solve design, functionality, and cost-related challenges, aligning our product range with the specific requirements of their projects.

Joining Wandsworth as a Specification Sales Manager provides a fantastic opportunity to drive innovation, establish productive partnerships and contribute significantly to the company's continued market expansion and success.

Alongside securing new specifications you will be instrumental in protecting project specifications and securing our products in instances where competitor products are specified.

The primary measure of success for this role will be the number of secured product specifications across residential, hospitality and commercial projects.

What success looks like

- Establishing and maintaining a network of at least 20 practices or studios within the first year.
- Meeting specification targets, contributing to the team's overall sales goals.
- Creating a strong specification pipeline, aligned with Wandsworth production capabilities.

Duties and responsibilities

Market research and client engagement:

- Conduct comprehensive industry research to identify potential customers and key players, initiate contact, and nurture relationships.
- Visit existing and prospective clients, offering detailed product awareness and tailored training sessions to showcase the advantages and features of our products and services.
- Work closely with internal colleagues to produce the relevant documents to support your customer's needs.
- Build a strong technical knowledge of our products and solutions as well as an understanding of our key competitors product portfolio.

Partnership management:

- Act as a dedicated partnership manager for key architects, specifiers, and designers.
- Develop and maintain robust relationships, serving as a liaison between the company and our professional partners.
- Maintain up to date records of partners and projects.

Sales strategy:

- Using an entrepreneurial approach, win at every opportunity, build a specification first culture.
- Create demand for all Wandsworth products, drive the promotion of our partnership offerings and work closely with clients to identify and solve design, functionality, and cost-related challenges, ensuring our products align with the specific needs and goals of each project.
- Participate in local trade groups/networking events for influencers.
- Meet or exceed aggressive growth targets.

What we offer

To give all new team members the best possible start, we have a structured onboarding and induction programme, this will include on the job training and support, tailored to your role and department.

As well as the usual competitive salary, free parking, paid for social events, complimentary hot drinks and a supportive atmosphere where colleagues are encouraged to reach their full potential, we have developed a set of benefits which add real value to our team:

Bonus

In addition to the basic salary, this role has access to a performance based bonus.

Company car

This role has access to the company car scheme with hybrid, electric and cash options.

Enhanced holiday allowance

We give our team an enhanced holiday entitlement of 26 days, plus bank holidays, totalling 34 days total. There is an option to carry over up to five days into the following year.

EAP (Employee Assistance Programme)

All members of the team have access to our EAP Employee Assistance Programme, including a 24-hour helpline from Health Assured to support with wellbeing, legal information, medical information and costumer issues.

Salary sacrifice medical insurance

All members of our team have access to a, no questions asked, discounted, medical cover provided by BUPA. Paid for through a tax efficient salary sacrifice scheme.

Personal development program

All team members have access to MyPDP, our company's personal development program, which encourages and supports continuous learning and professional development.

Person Specification

| | Essential | Desirable |
|--|-----------|-----------|
| Qualifications | | |
| Relevant qualifications | | x |
| Experience | | |
| Proven expertise in sales, particularly in specification sales within the construction industry or related sectors. | x | |
| Demonstrable success in building and maintaining client relationships, preferably with architects, specifiers, or designers. | | x |
| Experience or knowledge in electrical accessories, interior design, and lighting design. | | x |
| Skills and Knowledge | | |
| Exceptional communication and interpersonal skills to effectively engage in face-to-face client interactions. | x | |
| In-depth understanding of the construction and design industries, including market trends, client needs, and project dynamics | | x |
| Strong negotiation skills to drive successful outcomes and secure product specifications. | | |
| Customer-focused mindset, dedicated to understanding client needs and delivering tailored solutions. | x | |
| Use of a CRM system to maintain customer records and opportunity pipeline. | | x |
| Creative and tenacious approach to securing our products in instances where competitor products are specified | x | |
| Forecasting a sales pipeline and seeing opportunities through to completion. | | x |
| Personal qualities | | |
| Willingness to travel extensively, mainly across the South of England to engage with clients. | x | |
| Adaptability to leverage various communication channels, including face-to-face, video, and telephone meetings and product awareness sessions. | x | |
| Ability to work independently, manage time effectively, and prioritise tasks to maximize opportunities. | x | |
| Target-driven and motivated by achieving and exceeding sales goals. | x | |