



JOB DESCRIPTION

Job title	Sales Account Manager – North America
Department	North America (Brompton Bicycle Inc)
Responsible to	North America President
Salary	Up to \$55,000 p.a. Performance incentive bonus of up to 15% of gross annual salary
Hours	40 per week
Annual leave	20 days per annum plus 8 company-observed public holidays
Benefits	Company Health, Dental & Vision plan contributions. Access to a choice of Aetna plans via PEO Trinet. 401k with 2% Company Match

About the Company

Our mission is to transform the way people live in cities. With over 16 million possible combinations of gears, colours, handlebars and accessories, we make more than just a bicycle, and we are more than just a bicycle company.

We continue to make the Brompton in West London, where we started in 1975, but our product has travelled far - we now export 80% of our bicycles to 44 countries. In the past 36 months we have invested in a new purpose-built production facility, transformed our digital architecture, opened new flagship stores and had our biggest product launch in company history and we're not stopping there...

To change urban living, we need passionate, innovative and talented people that want to challenge the status quo and make an impact.

The role

This Sales Account Manager role will be a key addition to the Brompton North America team. You will be focussed on delivering significant growth for Brompton predominantly across its Independent Bicycle Dealer (IBD) retail network in the North East. You will enjoy travelling, with up to 50% of your time being spent out and about developing and supporting your customers.

As part of the Brompton Bicycle, Inc. team you will be based in our New York office, in Dumbo, Brooklyn, just a 15-minute ride to our recently opened, wholly owned and operated, flagship Brompton Junction store. Using this as a benchmark, and along with your local retail knowledge, you will look to optimise the potential of the extant market, while building your IBD network further. In conjunction with a the current group of 13 Independent Sales Representatives, your immediate objective will be to provide front line management and support for around 60 retailers, Many of these are already well-established Brompton dealers, but there will be ongoing work to develop them and extend the network beyond this, whilst readying and introducing a new Click-and-Collect service.

This is a critical, exciting and varied commercial role, in a region where significant growth is anticipated. You will be key in driving that growth, planning how to deliver on budgeted sales targets (units and revenue) as well as ensuring business KPIs are met. You'll also be at the front line of the brand in the marketplace, ensuring retailers are consistent and committed to representing our products and our message. As such you will help raise the quality of consumer experience through the implementation of Brompton's accreditation programme. You will nurture solid relationships with our retailers so they can grow and adapt to the changing landscape. You will explore, champion and facilitate other sales opportunities as each market evolves.

The primary remit is to develop and deliver sales, but this is a role for someone who understands our brand and is ready to be an ambassador for the full breadth of Brompton's products and market activities. It's for someone who is looking to progress in a sales field they are already sure-footed in, and who is excited by the potential of a long-term commitment to this fast-growing British success story.

The Person

You'll be naturally communicative and commercially-minded, both as a representative of the brand working with our customers and as a team player within the business. You'll be able to show solid sales and business development experience. You'll be numerate, perceptive in analysis of sales data, and able use these to build persuasive arguments for the way ahead. You'll be part of a small team who enjoy robust commercial thinking and are dedicated to fulfilling Brompton's potential in North America - passion and level-headedness are a great combination.

Due to the varied workload, and the travel which is a significant component of it, you'll be a team player who is self-motivated, efficient and effective when working away from the office base. You must be flexible, highly organised and dependable, both in your own contact with customers and in your reporting back to the office. You'll understand what it means to be 'on brand' from a company perspective.

Solid retail-based sales management experience is a prerequisite – ideally with some time spent within the bike industry. You will understand the market, the wider positioning Brompton enjoys and the strategic competition.

You will be personable, resourceful and entrepreneurial. And you'll enjoy the thought of riding a bike through cities – we look forward to days when we get to use our Bromptons at work!

Main duties

External

- Deliver budgeted sales for all Brompton products across North America
- Drive development of your retail network
- Identify, target, and court prospective customers; open dealerships, negotiate agreements and close sales
- Continually shape, support and review dealer performance against annual forecasts and marketing plans
- Identify and resolve customer concerns
- Deliver product sales training and support
- Training dealerships to be fully acquainted with the Brompton B2B Online Ordering platform
- Co-ordinate, deliver and monitor the Brompton Dealer Accreditation programme
- Identify opportunities that require additional support and resource
- Represent the company at trade exhibitions, events, demonstrations and seminars

Internal

- Contribute to building annual business plans for the region
- Forecasting and planning to deliver on sales targets
- Ensure sales pipeline is filled with opportunities at various stages of the sales cycle
- Develop 12-month rolling sales forecasts/pipeline plan for retail customers in accordance with sales objectives
- Monitoring and reporting on region through monthly KPIs against budget and annual business/marketing plan
- Performing statistical analysis and assess actuals vs forecasting
- Raising risks and opportunities for your region and developing related solutions
- Management of indirect reports – Sales Ops support in NYC
- Management of day-to-day sales
- Representing the customer to internal organisation
- Gathering market, competitor and customer data whilst executing product and marketing strategy
- To communicate new product and service opportunities, special developments

Personal Requirements

- Provable track record in comparable sales roles, ideally at least 3 years' experience
- Fluent in written and spoken English; Spanish language a bonus
- Competent bicycle rider, unfazed by city traffic
- Consultative sales approach
- Strong numeracy
- Analysis of Balance Sheets; Profit and Loss literate
- Natural communicator, personable and persuasive
- Solid presentation skills, tailoring to stakeholder audiences
- Attention to detail, ability to dig deep, while retaining a sense of the broader picture
- The role will require significant travel in North America and occasional overseas travel, a valid passport and driving license are essential

If you feel that you fit within the Brompton team spirit and you can bring talent, innovation and enthusiasm to our workforce then please email your resume and cover letter to Gavin Smith, at recruitment@brompton.co.uk.