

Job Description

Job Title:	Garmin UK Regional Sales Associate
Reporting to:	Garmin UK Regional Sales Team Leader
Direct Reports:	-
Division:	Midlands

Purpose of Job

To develop and manage Specific accounts as required within your area, covering all Garmin product segments

To cover a designated part of the UK & Ireland promoting and selling Garmin's broad portfolio of products. This includes sales, training, merchandising and where required supporting Events and Marketing Activations.

The role will have sales targets as well as a performance store measurement.

Key Duties and Responsibilities

Sales Performance

- Driving performance of designated accounts measurable by sales data
- Building relationships at store level ensuring Garmin is the go-to brand
- Supporting the use of the Dealer Resource Centre (DRC) to improve efficiencies for managing our customer base
- Working with the Inside Sales Team (IST) to drive contacts to support the sales out of all Garmin products
- Prospect non-stockists

Merchandising

- Take ownership and responsibility for in store and merchandising and product representation with all customers in line with current Garmin campaign activity

Training & Development

- Delivering best-in-class training to ensure high level of product understanding in our customers
- Training delivered to both designated accounts and where formally booked, national accounts either in person or virtually via maintained call plan
- Supporting the Category Product Team in developing and implementing digital training content (i.e. Myagi)
- Continuous improvement of training process to drive engagement

Events & Marketing Activations

- Supporting Marketing Activations and Events including Trade Shows, Exhibitions and Conferences where requested

Customer Focus

- Support Category Product and Marketing teams with additional insight on product feedback from the field
- Liaise with wider Sales and Marketing teams as to competitor activity on a local and national level

Other Responsibilities:

- Accept all other duties as assigned by senior management.

Education and Experience

- Sales / Marketing experience.
- Drive and dedication towards the company and business opportunities.
- Pro-active and organized.
- Used to working as a team member in a progressive environment.
- Well presented and professional at all time.
- Thorough with a strong attention to detail.
- Positive attitude towards the products and company.
- Good time management.
- Excellent presentation and administration skills.
- High degree of communication and interpersonal skills at all levels – Leadership, Business, Colleagues and customers alike.
- Excellent written communication skills.
- Proven product and knowledge base of Garmin products.
- Continued development with the UK Sales Department.
- Ability to travel on business domestically and internationally as required.
- Good level of common sense.
- Cost effective and financially aware in all areas of the position.
- Experience of a field position

Skills

Competency	Level	Descriptor
WORKING WITH DATA & INFORMATION Gathering & analysing information	2	Gathers and maintains information Identifies and uses appropriate sources of information. Accurately identifies the type and form of information required. Obtains relevant information and maintains it in appropriate formats.

Decision making	3	Day to day decisions Follows pre-set procedures where required. Obtains and uses necessary information to make decisions Regularly reviews and agrees scope of decision making for their role Refers decision to others when appropriate.
WORKING WITH PEOPLE Managing relationships & Networking	4	Develops & maintains networks Takes accounts of different cultural styles and values when dealing with external organisations. Actively manages external contacts as a business network. Identifies and makes use of events for developing external network
Team working, Coaching & Guiding	3	Supports team members Encourages all team members to make useful contributions Identifies when team members need support, and provides it. Responds positively to the contributions of other team members
Communicating, Influencing & Networking	3	Influences the thinking of others Presents relevant and well-reasoned arguments. Presents own points of view with conviction. Adapts and develops arguments to achieve results desired.
ACHIEVING RESULTS Planning & organising	3	Plans to meet departmental objectives Accurately estimates resources to achieve plans Builds alternative actions into plans to deal with likely contingencies Communicates plans to relevant people
Deadline Management	2	Takes responsibility for tasks Takes responsibility to ensure commitments are met Regularly reviews progress of tasks Keeps people informed of progress on key tasks Evaluates completed tasks
Objective setting	2	Contributes to setting of individual objectives Ensures that objectives are achievable within already agree commitments Agrees appropriate success and measurement criteria Identifies and highlights potential obstacles in achieving objectives.
DEVELOPING THE BUSINESS Generating & building on new ideas	4	Encourages an environment for developing ideas Provides opportunities and resources for people to share ideas. Provides constitutive feedback on how ideas are being progressed Provides support for all individuals to offer constructive criticism of new or established ideas
Personal development	2	generation of ideas Actively participates in events for generating ideas Positively questions established ways of doing things Actively listens to and considers ideas presented by others
CORPORATE COMPETENCIES Customer Focused	3	Proactively exceeds customer requirements Exceeds customer requirements by proactively addressing their needs Keeps management informed of changes in customer requirements
Innovative	2	Adapts existing solutions Identifies and applies existing solutions that have not been used previously in the existing environment Highlights additional customer requirements and proposes innovative solutions
Flexible	4	Creates flexible solutions to meet customer requirements Thinks broadly, identifies new solutions and modifies them to create new opportunities for the business as a whole
Co-operative	4	Co-operates with suppliers, customers and colleagues Seeks and applies win/win opportunities for their own businesses & for the group as a whole
Integrity	4	Demonstrates integrity towards customers, suppliers and colleagues Creates and implements new opportunities that will benefit both the company and the customers Ensures that the company is represented to customers and suppliers in an ethical manner

Signed
(Employee)

Signed
(Manager)

Dated