

Position: International Sales Manager

Reporting to: General Manager Products

Location: Christchurch, New Zealand

Region of Operation: Global

Functional Relationships: Internal – CEO/MD, General Managers, Shared Services Team, Engineering Team

External – Customers, Suppliers, Associates

Position Purpose

Own, develop and lead strategy, planning and execution for business development, marketing, and sales for the Products business unit at Groundline.

Own and develop an effective network of relationships to drive growth, profitability, and reputation of Groundline.

Demonstrate by example sales and marketing leadership to the rest of the Groundline business to encourage and mature the wider organisations understanding and approach to sales and marketing.

Key Objectives

Activity	Outcome	Measurable
Strategy & Planning	<ul style="list-style-type: none"> Develop growth strategy, goals and plans that identify global target markets, quantify market opportunity in each market, develop brand reputation and profile, drive quality lead enquiries, and develop sales plans and activities to extend and grow revenue and/or margin for each product with the Products business unit 	<ul style="list-style-type: none"> Signed off growth strategy for each product Signed off growth targets
Business Development	<ul style="list-style-type: none"> Develop persuasive propositions that articulate clear and compelling value propositions and differentiate each product Understand the competitor landscape for each product Develop and manage the sales pipeline and forecast Nurture prospects throughout the sales cycle and buyer journey Develop sales pitch, sales presentations, and other sales collateral tailored to customer needs and challenges. Develop effective networks and customer relationships to drive sales, generate referrals, and develop brand reputation Undertake prospecting for new customers by networking, cold calling or other appropriate means Provide market and/or customer insights to support and shape future product development and enhancements Maintain relationships with existing customers to support customer retention and upsell/cross sell opportunities 	<ul style="list-style-type: none"> Pipeline that represents agreed cover of growth targets Customer testimonials and case studies targets
Marketing & Brand Development	<ul style="list-style-type: none"> Develop Digital Content to drive brand profile, lead generation and ensure consistency of product propositions and positioning across internal and external stakeholders. Lead delivery of events and marketing activities to generate leads and accelerate sales 	<ul style="list-style-type: none"> # leads or referrals generated from marketing activities
Financial Management	<ul style="list-style-type: none"> Meet or exceed appropriate revenue and/or margin targets Manage activities to agreed cost budgets and forecasts 	<ul style="list-style-type: none"> Revenue and/or margin result to target Actual costs to approved budget
Bid & Commercial Management	<ul style="list-style-type: none"> Effectively qualify opportunities to ensure resources are applied to appropriate opportunities 	<ul style="list-style-type: none"> Proposal win rates

	<ul style="list-style-type: none"> • Lead tender response activities and post tender evaluations and follow up • Lead commercial negotiations (written and verbal) in line with agreed pricing and commercial guidelines • Resolve customer escalations and sales issues. 	
Review & Reporting	<ul style="list-style-type: none"> • Provide accurate and timely reporting to management detailing marketing and sales performance. 	
Leadership	<ul style="list-style-type: none"> • Exemplify and grow the culture and of Groundline through daily activities and interactions • Possess a blend of business and technical savvy, big picture thinking and the drive to meet our objectives • Inspire and encourage the development of Groundline’s wider business development capability 	

Key Competencies

Qualifications	<ul style="list-style-type: none"> • Tertiary degree desired but not required • You must be a New Zealand citizen or resident.
Experience	<ul style="list-style-type: none"> • At least 5 years’ proven experience in senior sales or senior business development roles • Experience in solution sales ideally within a SaaS component • Current senior level experience negotiating large deals • Experience managing cross functional teams, budgets, projects, partners, and vendors
Personal Traits	<ul style="list-style-type: none"> • A positive personality that is motivated to achieve and work collaboratively • Excellent communicator and relationship builder • Behaves in a way that is honest, transparent, ethical, equitable and professional • Takes accountability for decisions and actions taken by them • Demonstrates ethical judgement
Customer Skills	<ul style="list-style-type: none"> • Develop and maintain strong interpersonal relationships to gain trust and respect. • Nurture strategic customer relationships and work proactively to recognize customer’s business requirements and challenges • Always strives to improve the customer experience
Communication Skills	<ul style="list-style-type: none"> • Excellent ability to communicate at all levels • Listens actively and seeks clarification • Communication has clarity, fluency, persuasiveness, and impact
Team Work	<ul style="list-style-type: none"> • Is a team player and puts the success of the team above own interests • Exhibits objectivity and openness to others’ views • Gives and welcomes feedback • Contributes to building a positive team spirit
Health & Safety, Environmental and Quality	<ul style="list-style-type: none"> • Actively champions safe and healthy work practices both for themselves and the environments they work in • Works actively to identify, manage and mitigate risks • Participates in and works according to Groundline’s HSE&Q Management Systems
Groundline Values	<ul style="list-style-type: none"> • Embraces, advocates and exhibits company values through daily activities. Groundline’s values are: <ul style="list-style-type: none"> <li style="text-align: center;">People First <li style="text-align: center;">Collaborate, support and respect each other <li style="text-align: center;">Challenge <li style="text-align: center;">Question the status quo and embrace diversity <li style="text-align: center;">Communication <li style="text-align: center;">Be clear, concise and listen <li style="text-align: center;">Smart <li style="text-align: center;">Innovative solutions by clever people <li style="text-align: center;">Nimble <li style="text-align: center;">Flexible, adaptive and continuously improve

This position description is not intended to be a complete or limiting description of the functions that the employee may reasonably be requested to undertake.