



Job Title: Goldstar Regional Sales Manager – UK

Job Summary: We're seeking a dynamic UK Regional Sales Manager to join our team, focusing exclusively on expanding our business within the UK market. This role requires a deep understanding of local market dynamics and trends, along with exceptional communication skills. Extensive travel within the UK territory is essential.

Key Responsibilities:

- Develop and execute the sales strategy tailored for the UK market, emphasizing both acquiring new customers and nurturing existing relationships while meeting established SOPs and KPIs.
- Identify and engage clients within the UK territory through strategic market research, leveraging industry expertise, and fostering strong networking relationships.
- Conduct in-person meetings, presentations, negotiations, and product demonstrations with prospective and existing clients to effectively showcase our offerings and build enduring partnerships.
- Analyze customer needs thoroughly to provide customized solutions aligned with their specific requirements.
- Collaborate closely with internal teams, including marketing, technical support, and product development, to ensure a seamless sales process and exceptional customer experience.
- Maintain accurate and up-to-date records of sales activities, client interactions, and sales pipeline utilizing our Salesforce CRM system.
- Actively participate in industry events, conferences, and trade shows within the UK to expand your network and stay abreast of market trends.
- Provide regular feedback to management on market conditions, competitive landscape, and customer insights to inform future sales strategies and product development initiatives.
- Achieve or exceed assigned sales targets and KPIs by effectively managing your sales funnel and closing deals.
- Cultivate enduring, mutually beneficial relationships with clients by consistently delivering exceptional customer service and support.

Qualifications:

- Bachelor's degree in business, marketing, or a related field, or equivalent experience.
- 5+ years of experience working with leading distributors in the UK market, demonstrating expertise in the writing, drinkware, and bag categories.
- Proven track record of success in Field Sales within the promotional products industry.
- Established, robust relationships with UK distributors of all sizes and demonstrated ability to manage and grow accounts across different scales.



- In-depth knowledge of promotional merchandise, including understanding key market players and market dynamics.
- Exceptional interpersonal skills with a customer-centric approach, adept at handling customers in a calm, positive, and creative manner.
- Strong team player with a positive working attitude and ability to contribute effectively within a team environment.
- Excellent communication, organizational, and presentation skills with a passion for delivering outstanding customer service.
- Comfortable with frequent travel within the assigned territory.
- Proficient in using computers and CRM systems, maintaining accurate records of sales activities, client interactions, and sales pipeline.
- Proactively identifies opportunities to enhance the product range and service offerings.

About Goldstar; Goldstar, part of the global National Pen Group, is Europe's fastest growing Trade Supplier. Goldstar is becoming famous for unbeatable value metal and full-colour writing instruments, combined with headache free all-inclusive pricing and a passionate team who will do whatever it takes to delight their customers. Goldstar's mission is to become the best supplier in the industry and to make all distributors love Goldstar.

Please email your CV to Sarah.Levins@simplygoldstar.com