



# Right Directions

quality and safety

**Are you highly motivated, target driven with a proven track record in b2b sales and passionate about spotting new opportunities and gaining new clients?**

**Always been crazy about sport and fitness?**

**Fancy working for a company that's more like a family?**

**If so, Right Directions may be the home you're looking for....**

Established in 2004, Right Directions is renowned in the sport and leisure sector for working with our clients to deliver a high quality and safe service. In this and other industry sectors, we help organisations improve their quality management, health and safety management, environmental procedures and customer service, through training, audits and mystery visits. We also manage a number of accreditation schemes on behalf of National Governing Bodies, such as Quest for Sport England, the ukactive Code of Practice and the Inclusive Fitness Initiative Award for Activity Alliance.

We are not your typical quality, environmental and health and safety nerds. We all started at grass roots level and worked our way up the career ladder, so we understand how organisations and facilities work. We are driven by a desire to make a difference to our clients and their industries as a whole.

Right Directions has grown organically purely through word of mouth. Following years of gaining awards and accreditations, we think it is time to build our sales and marketing team. We are looking for a high-performing, results driven **Sales Manager**, with an affinity for big, bold ideas, hard work and a quirky sense of humour to join our team in Hertfordshire.

This busy and diverse role includes the following:

- Actively seeking out and engaging new potential clients and partners
- Maintaining positive relationships to ensure future sales
- Managing and delivering our Sales and Marketing strategy, to meet client and revenue growth targets
- Identifying opportunities and lead generation with existing clients and new markets, while fully aware of our products, services and competitors
- Unearthing, responding to and coordinating tender opportunities, ensuring timely submission of proposals
- Tracking and following up all proposals, tenders and leads and analysing and reporting on results.

Skills and Experience:

- Experience in a sales role, with a track record in meeting and exceeding targets
- Excellent all-round communication skills, including written, face-to-face and via telephone
- Proven selling, negotiation and listening skills
- A sound knowledge of IT and CRM packages
- Knowledge of the leisure industry would be beneficial.

Personal attributes:

- Proactive and super-organised
- Committed to building relationships at all levels of organisations
- Open and responsive to feedback.

Benefits:

- Salary £20,000—£30,000 per annum, depending on experience
- 25 days annual leave, plus bank holidays
- Work-based pension scheme
- Life insurance
- Great training and development support
- Being a valued member of a great team.

If this sounds right up your street, please send your CV and a covering letter explaining why you are ideal for this role and our team, by 10 June 2019, to Sian Wheeler, [sian@rightdirections.co.uk](mailto:sian@rightdirections.co.uk), and check us out at [www.rightdirections.co.uk](http://www.rightdirections.co.uk).