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| **Job Title** | Sales Director |
| **Business Unit** | RHG |
| **Department.** | Sales |
| **Location** | London based for National Role |
| **Reports to (direct)** | Network Director |

###### MAIN PURPOSE OF JOB

To lead the sales strategy and delivery for Restore Harrow Green’s traditional relocation services, accountable for a £30+ million budget. This role is obsessed with understanding and serving the customer, balances closing high-value strategic opportunities with providing visionary leadership, building and developing high-performing sales teams, and driving double-digit growth while aligning with the future direction of the organisation.

###### KEY TASKS

**Revenue Leadership & Growth**

* Drive and deliver annual sales revenue in excess of £30m with a focus on double-digit growth.
* Expand market share through new customer penetration and strategic account development.

**Customer Definition & Insight**

* Define and continually refine the profile of RHG’s ideal customers, informed by data, market analysis, and ESG priorities.
* Embed a customer-obsessed culture that anticipates needs, enhances experience, and creates measurable long-term value.
* Redefine the customer journey end-to-end, developing processes and leveraging new technologies to ensure RHG delivers a seamless, modern, and value-rich customer experience.

**Sales Management & Performance**

* Lead and mentor Account & Framework Directors, BDMs, and telesales colleagues to achieve stretch targets.
* Monitor and manage KPIs including average sale rates, conversion ratios, and revenue per employee.

**Strategic Customer Engagement**

* Personally support the closure of high-value FM and enterprise-level deals.
* Build and sustain long-term relationships with key decision-makers across FM providers, corporates, and strategic partners.

**Operational & Team Development**

* Implement robust succession planning, ensuring a pipeline of talent within the sales function.
* Align sales structures and resources to meet current demands and future growth aspirations.

**Financial Authority & Governance**

* Approve and sign off works up to £250k, including flexible margin adjustments down to 0% where strategically appropriate.
* Ensure accurate forecasting, pipeline management, and margin accountability.

**Cross-Group Collaboration**

* Collaborate closely with the Head of BD, Head of Life Sciences, Head of Workspace, and other Restore Group sales leaders.
* Actively participate in group sales events and drive cross-selling of services across the Restore portfolio.

**Innovation & Market Development**

* Deploy adaptive pricing strategies to respond to evolving customer and market demands.
* Translate customer insights into enhanced sales journeys, digital engagement, and measurable value creation.

**SKILLS, KNOWLEDGE & EXPERIENCE REQUIRED**

**Essential**

* Proven track record of delivering exponential growth in B2B markets.
* Demonstrated success in converting and retaining key customers.
* Ability to transform relationships into measurable business value.
* Strong leadership credentials with experience building, coaching, and scaling high-performance teams.
* Expertise in adaptive pricing, customer journey mapping, and digital sales enablement.
* Commercial acumen with responsibility for £30m+ portfolios.
* Up-to-date awareness of workplace trends, social norms, and evolving customer expectations.

**Desirable**

* Experience in relocation, logistics, or workplace transformation sectors.
* Familiarity with FM procurement models and frameworks.
* Previous involvement in ESG-linked or sustainability-driven sales strategies.

**OTHER INFORMATION**

* Expected to travel regularly across the UK, with occasional overnight stays.
* Attendance at Restore Group sales events and leadership forums required.
* Flexibility to support major customer transitions and netwroking, often outside of core working hours.

**COMPLIANCE RESPONSIBILITIES**

* Adhere to all Company Policies and Procedures contained in the Codes of Conduct, Information Security, Environmental, Health & Safety, and Quality Management Systems.
* Champion ESG principles, including promoting Restore’s cross-selling sustainability services.
* Report any incidents related to Health & Safety, Quality, Information Security, Environmental, or Business Continuity to the line manager.
* Support and train sales colleagues to ensure compliance with Restore Group standards.

**DECISION MAKING AUTHORITY AND CONTROL**

* Sign-off authority for contracts and projects up to £250k.
* Margin flexibility down to 0% when strategically justified.
* Input into group-wide sales strategy and pricing models.

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| **APPROVALS:**  **Line Manager**  Name: ………………………………………………...  Signature:……………………………………  Date:…………………………………………… | **Post Holder**  Name: ……………………………..………………………..  Signature:…………………………………………  Date:……………………………………………… |

**The company reserve the right to amend or update this job description as the demands of the business develop. A copy of the signed job description should be returned to the People Services Team via the Helpdesk by raising a query using the following link** [**https://peopleservices.restoreplc.com/support/tickets/new**](https://peopleservices.restoreplc.com/support/tickets/new) **.**