

KENSA CONTRACTING LIMITED - JOB DESCRIPTION

Job Title: Commercial Sales Manager

Workbase: Work from Home – Coverage UK wide

Responsible to: David Broom, Commercial Director

Responsible for: Nil staff initially.

Main Purpose of Job:

To develop Kensa Contracting Ltd (KCL) capability in the commercial GSHP sector, developing opportunities for the technology and working with clients to develop solutions for the replacement of fossil fuels alternatives in both new build and existing commercial projects.

Develop and increase Kensa's order book and sales pipeline via various means including: making contact with new clients; delivering CPDs and presentations on the benefits of ground source heat pumps to a wide range of stakeholders including councils, developers, consultants, M&E engineers, architects and representing Kensa at trade shows.

Identify potential projects; producing initial estimates and final fixed quotations. Responsible for negotiating contracts and contract terms agreeable to Kensa and manage handover of project to the design and project management team ensuring scope, costs and margins are accurately reported.

As part of the senior management team work towards the production of business plans including monthly, quarterly, annual sales reporting and forecasts.

Provide a strategic overview of the commercial GHSP market, identifying opportunities and developing strategy for business development.

Development of sales teams including required staffing levels, training plans, monitoring, management, target setting and performance analysis.

Environment:

Kensa Contracting operates nationwide from two permanent sites, one in Truro (Mt Wellington (production/administration) and one in Exeter (sales/marketing). We also operate from several home and site offices.

We expect this role to be based at a home office (Kensa will provide IT equipment) but will frequently involve travelling across the UK and occasional trips to Exeter/Truro office.

People dealing with:

- Public sector commercial building operators including hospitals, universities, councils, MOD, Government buildings.
- Private commercial building owners/occupiers
- Government agencies – particularly BEIS, Ofgem and Energy Systems Catapult
- Developers
- Construction companies
- M&E consultants and engineers
- Investment institutions
- Grant funding agencies
- Colleagues

Key Tasks:

- To lead the sales and business development effort for the commercial sector to identify potential clients, make contact and arrange meetings. Present the advantages of using Kensa Heat Pumps' products and Kensa Contracting to deliver.
- Prepare detailed responses to tender requests including pricing and quality sections
- Meeting with and delivering CPDs to councils, energy consultants, M&E engineers and developers across the UK to present the benefits of ground source heat pumps.
- Meet with councils to advise how ground source heat pumps can help with their and decarbonisation agenda.
- Work with councils on appropriate project selection, funding options and how to get projects approved internally.
- Introduce Kensa sales colleagues to potential clients and assist them with feasibility reports and detailed project proposals.
- Identify key influencers in Government, the GLA and Councils and foster good relationships with a view to influencing policy and funding including attendance and presentations at meetings and events and by responding to calls of evidence and consultations.
- Monitor opportunities for grant funding and suggest demonstration and R&D projects. Work with Kensa colleagues to submit applications.
- Develop business models and funding packages including meeting with potential funders and investors and further developing the role that Kensa Utilities can play.
- As enquiry levels grow, the post holder will be responsible for developing a sales and business development team to maximise sales opportunities for Kensa Contracting to meet ambitious growth targets.

Key Behaviours

- To build a comprehensive knowledge of Kensa products and to keep updated with changes in product design and application.
- Thorough and methodical approach to gathering data from various sources.
- Excellent knowledge of Excel, working confidently with various spreadsheets and undertaking data entry
- Ability to manipulate data and integrate utilising formulas
- Be reliable, punctual and structure their own schedules to meet deadlines
- Good communication skills are vital
- Proactive approach to account/customer management
- Ability to communicate both technical and commercial elements of the GSHP proposal
- Provide compelling arguments for the use of GSHP's in both new build and retrofit applications
- Manage workload and priorities responses accordingly
- To undertake training and to assist in training other members of staff as required.

- To actively and positively contribute to any appraisal process and to follow up agreed actions.
- To remain a positive ambassador of Kensa at all times
- To work at all times in accordance with the Health & Safety at Work Act 1974 and to follow all company procedures and guidelines.
- To work at all times in accordance with the company's Dignity & Diversity at Work Policy.
- To undertake such other duties as may be required within the general scope of the job.

Education

Degree-level education ideally in a technical subject supported by further business or management qualifications (MBA).

Specific Knowledge and Skills

A broad understanding of the renewables market, the various technologies, the regulatory background and the subsidy schemes.

Detailed understanding of commercial heating system in the 100kW to 3MW scale.

Identify and develop relationships with key products suppliers including GSHP's (above the capability of Kensa's existing product range), containerised plant installation, buffer tanks, calorifiers, pumps and BMS controls.

An ability to operate at board level, act in an influential matter and contribute an expert and considered opinion which demands respect amongst peers. Our expectation is that successful management of Kensa Contracting's commercial strategy would lead to the development of a dedicated commercial team within Kensa providing opportunities to progress.

A well-established track record of delivery with a particular focus on innovative or 'first-time' schemes which require collaboration with multiple partners and are characterised by lengthy gestation periods.

An ability to produce well-reasoned documents which support business initiatives alongside a detailed understanding of Excel to present complex financial scenarios.

A collaborative and innovative personality.

Previous experience working for an ambitious, fast-growing organisation with a culture that places huge emphasis on personal delivery to support the wider vision.

Remuneration

Annual base salary of £40-50k depending on qualifications and experience. You will also partake in the company performance related pay plan. OTE of 112% of base salary but uncapped for performance against inbound order margin targets.

Company Car allowance £400 pcm, increased allowance available for use of electric vehicles.

Other

This job description may be subject to change, in consultation with the postholder, in response to new circumstances.