Internal Sales Manager – Job Description

Role Profile - Summary

Job Title	Internal Sales Manager
Department	Commercial
Reports To	Sales & Marketing Director
Direct Reports	Internal Sales Executives (currently 3)
Location	Remote/Bedford

Purpose

To lead the Internal Sales team, ensuring excellent customer service, effective follow-up of sales opportunities and high standards of CRM discipline, whilst managing a personal sales area, supporting succession planning, developing future management capability, and deputising for the Sales & Marketing Director when required.

Key Measures of Success

- Team Leadership – A motivated and high-performing Internal Sales team.
- CRM & Sales Process Discipline – High levels of CRM adoption, data quality, pipeline visibility and opportunity follow-up.
- Customer & Commercial Performance – Excellent customer service and effective conversion of sales opportunities.
- Achievement of both personal and company revenue targets.

Top 5 Responsibilities

- Lead and develop the Internal Sales team.
- Drive CRM discipline, pipeline management and sales follow-up activity.
- Manage a personal sales area and customer relationships.
- Work closely with field sales and technical teams to maximise sales opportunities.
- Deputise for the Sales & Marketing DIrector when required.

Key Relationships

Internal	External
Sales & Marketing Director	Merchants
Internal Sales Team	Contractors
Area Sales Managers	Architects and Specifiers
Technical Team	Housebuilders and Developers
Operations Team	End Customers

Full Job Description

Job Title
Internal Sales Manager

Reports To
Sales & Marketing Director

Direct Reports
Internal Sales Executives (currently 3)

Location
Remote

Hours
08.30 – 17.00

Salary
TBC

About the Company
Alutec Rainwater Systems is a leading UK supplier of aluminium rainwater and drainage systems, trusted by merchants, contractors, architects and developers nationwide. We have built our reputation on combining high-quality products with technical expertise, responsive customer service, and reliable delivery. We pride ourselves on being knowledgeable, approachable, and easy to do business with.

Purpose of the Role
To lead the Internal Sales team, ensuring excellent customer service, effective follow-up of sales opportunities, and smooth day-to-day operations. The role provides leadership and support to the team, manages a personal sales area, maintains high standards of CRM discipline and data quality, supports succession planning, develops future management capability within the team, and deputises for the Sales & Marketing Director when required.

Key Responsibilities

- Lead, motivate, and support the Internal Sales team.
- Manage the day-to-day activities and workload of the team.
- Provide coaching, guidance, and training to help team members develop.
- Monitor enquiry, quotation, and lead follow-up activity, to ensure opportunities are maximised.
- Maintain accurate and up-to-date CRM records for all personal sales activities, opportunities, and customer interactions.
- Ensure the Internal Sales team follows agreed CRM processes and maintains accurate customer and opportunity records.
- Monitor CRM data quality, pipeline management and follow-up activity to support effective sales management and reporting.
- Maintain high standards of customer service across all customer interactions.
- Manage a designated sales area and actively support customers and sales growth within that area.
- Work closely with field sales, technical and operational teams to ensure seamless customer experience.
- Support the implementation and continuous improvement of sales processes and systems.
- Prepare and review sales reports, team performance measures, and pipeline activity.
- Assist with recruitment, onboarding, performance management, and succession planning to build future management capability within the team.
- Act as the first point of escalation for customer and team issues.

- Deputise for the Sales & Marketing Director during periods of absence and provide operational support when required.

- Contribute to business improvement initiatives and support the achievement of company objectives.

What Success Looks Like

- A motivated and high-performing Internal Sales team.
- Excellent levels of customer service and customer satisfaction.
- Consistent follow-up of enquiries, quotations and sales opportunities.
- High levels of CRM adoption, accuracy, and data quality across the team.
- Clear visibility of sales activity, opportunities, and pipeline performance.
- Strong collaboration between internal sales, field sale,s and technical teams.
- Continuous improvement in team capability, efficiency, and effectiveness.
- Reliable day-to-day leadership and support for the wider business.
- The team demonstrates clear progression pathways and developing management capability.
- The department operates effectively and confidently during periods when the Sales & Marketing Director is absent.

Skills and Experience Required

Essential

- Previous experience in internal sales, sales support or customer service role.
- Demonstrable team management experience, including leading, supervising, coaching, or mentoring a team.
- Proven ability to manage and follow up sales enquiries, quotations and opportunities.
- Experience using CRM systems to manage customer relationships, drive sales activity, and pipeline management.
- Strong CRM discipline with a focus on data accuracy, opportunity management, and follow-up.
- Excellent communication and relationship-building skills.
- Strong organisational and time management skills.
- Good IT skills, including Microsoft Office.

- Ability to prioritise workload and manage multiple activities simultaneously.
- Commercial awareness and customer-focused approach.
- Ability to analyse sales activity and identify areas for improvement.

Desirable

- Experience using HubSpot CRM.
- Experience within the building products, construction, or building materials sector.
- Experience supporting field sales teams.
- Experience producing sales reports and pipeline analysis.
- Knowledge of rainwater, drainage, or associated building envelope products.
- Experience coaching and developing team members.

Personal Qualities

- Positive and professional attitude.
- Self-motivated and proactive.
- Leads by example.
- Strong attention to detail.
- Comfortable challenging poor process or inconsistent CRM usage.
- Team player who builds effective working relationships.
- Confident communicator with customers and colleagues at all levels.
- Adaptable and willing to take ownership of issues through to resolution.
- Passion for maintaining high standards of CRM usage, data quality, and sales process discipline.

Training and Development

Full training will be provided where required. We encourage personal development and provide opportunities for growth within the business.

Benefits

- Pension scheme - TBC
- Holiday entitlement - TBC
- Other company benefits - TBC

Equal Opportunities

We are committed to creating a diverse and inclusive workplace and welcome applications from all suitably qualified candidates.

Additional Notes

This job description is intended to outline the main duties of the role. Responsibilities may change over time to meet the needs of the business.