

**Job Description – Beuparc Leadership Role**

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| **Job Title** | Head of Sales UK SME |
| **Reports to**  | Group Sales Director  |
| **Business/Function** | Sales & Collections |
| **Location** | UK  |

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| **Purpose:***At Beauparc we are currently looking for a Head of Sales UK SME to join our team. As the Head of Sales UK SME, you will lead the UK SME sales function to deliver ambitious growth targets, manage and develop a high-performing team of B2B sales professionals, and drive new business acquisition across the SME segment. This role is focused on hands-on execution, coaching, and performance management while ensuring smooth collaboration across commercial and operational teams.* |

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| **Key Accountabilities**Team Leadership & Performance* Lead, mentor and coach a team of New Business focused BDMs and Sales Executives across the UK.
* Set and monitor performance KPIs, ensuring alignment to revenue growth and margin targets.
* Drive a high-performance, proactive sales culture with a focus on winning new business and account expansion., across the SME sector
* Lead regular performance reviews, training, and development initiatives.

Sales Execution* Own the SME pipeline and drive delivery of new business (B2B) across targeted vertical sectors, regions and territories
* Highly visible & hands on approach to personally support & coach the team in high-value deal closures and complex negotiations.
* Responsible & accountable for building and approving P&Ls across the larger/ more complex deals that deliver profitable revenue growth aligned to sales targets and overall business objectives
* Identify and act on market opportunities for SME growth across core service lines (general waste, recycling, equipment, shredding, hazardous waste).

Opportunity & Pipeline Management* Adopt & embed best-in-class CRM practice and disciplines to input accurate & timely data in to drive value out
* Oversee lead generation, prospecting activities, and CRM discipline across the team.
* Ensure all sales activity is tracked accurately to inform forecasting and reporting.
* Collaborate with the Telesales team, Marketing and Tendering teams to ensure alignment of campaigns and bids, increased lead generation aligned with SME objectives & targets

Collaboration & Mobilisation* Responsible & accountable to own and lead the smooth onboarding & account implementation process of all new customer/ account wins
* Work cross functionally with Operations, Finance, Customer Services and Commercial support teams to ensure the seamless mobilisation of new SME contracts.
* Collaborate cross-functionally to deliver customer-centric, commercially viable solutions.
* Support onboarding of new clients and early-stage account management handover.
* Lead and sign off all account hand-overs from Sales to Account Management teams. Ensuring a smooth and seamless transition
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| **Key Requirements****Experience & Skills*** 5–8 years of experience in B2B new business sales, with a minimum of 2 years in a sales leadership role, ideally within environmental services, waste management, or a similar operationally intensive sector.
* Experience at leading & managing Managers (at Regional level) to deliver performance excellence
* Proven track record in leading, managing and growing SME sales teams and delivering consistent revenue growth.
* Strong negotiation, presentation, networking and relationship-building skills across all levels
* Ability to translate high level sales strategies and turn them into understood tactical sales plans for the teams to deliver
* Results-driven with a hands-on approach to coaching and leadership

**Knowledge & Attributes*** Understanding of SME customer behaviours and buying cycles.
* Familiarity with CRM systems and data-led sales tracking.
* Commercially astute, with a solid grasp of pricing, margin, and sales profitability.
* Willingness to travel nationally across the UK as required.
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| **Experience and Skills:****Qualifications:*** Degree or equivalent experience in Business, Sales, Marketing or a related field.
* Knowledge of the waste, recycling, or environmental services industry is advantageous
* Strong understanding of waste management regulations and best practices.
* Excellent leadership and interpersonal skills.
* Proficiency in data analysis and use of relevant software applications.
* Ability to work collaboratively with cross-functional teams.
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