

About the job

As a key member of the leadership team, you will develop and execute sales strategies to drive revenue growth, expand market share, and oversee client relationship management with key accounts.

You will lead a high-performing team and ensure sales objectives align with our overall business goals.

Job title: Head of Sales

- Reporting to: Sales & Marketing Director
- Contract type: Permanent
- Hours: 40 hours per week
- Location: Poole
- Holiday: 30 days paid (inc. bank holidays)

What you will be doing

- Support the Sales & Marketing Director to develop and implement a comprehensive sales strategy to achieve revenue and business growth objectives.
- Lead, mentor and manage a team of sales professionals to drive performance and meet targets.
- Identify new business opportunities and expanding key accounts, partnerships, and distribution channels.
- Analyse sales data, market trends, and competitor activities to refine sales strategies.
- Establish and maintain strong relationships with high-value clients and stakeholders.
- Collaborate with marketing and product teams to align sales initiatives with business objectives.
- Oversee sales operations, including sales forecasting, pipeline management, and CRM optimisation.
- Set sales quotas, KPIs, and performance metrics to track progress and drive accountability.
- Represent the company at industry events, conferences and networking opportunities to strengthen brand positioning.
- Ensuring compliance with sales policies, contracts, and legal regulations.

How you will do it

- Build and lead a high-performing sales team through hiring, sales training, and coaching.
- Develop and manage the annual sales budget, pricing strategies, discount policies, and contract negotiations to ensure optimal resource allocation.
- Drive customer acquisition, retention, and revenue diversification strategies through strategic initiatives.
- Implement and optimise sales automation tools, CRM software systems, and sales analytics tools to track progress, enhance efficiency, and optimise sales performance.

- Work with cross-functional teams to improve customer experience and sales conversion rates.
- Lead contract negotiations and close high-value deals with a strong focus on client relationship management.
- Establish sales training and development programs to upskill the sales team.
- Drive digital sales transformation to enhance efficiency, reach, and corporate image.

What's in it for you

- Modern open plan office
- Monthly profit share bonus scheme
- Holiday buy-back scheme
- Company sick pay
- Free onsite parking
- Perks at Work scheme
- Unlimited 'tuck shop' snacks
- Free lunch every Friday
- Free access to LinkedIn Learning
- Cycle to Work scheme
- Complementary Birthday vouchers
- Subsidised workplace massage
- Management team 'Giveback Days'
- Eye care vouchers
- Employee Assistance Programme (EAP)
- Company social and corporate events

Who we are

Tower is a trusted partner delivering high-performance solutions through deep sector knowledge, creative thinking and data-led innovation.

What we do

Our ability to solve large and complex customer challenges through a consultative, process-driven approach is the foundation of our customer partnerships. With deep sector knowledge and product expertise, Tower consistently delivers high-performance outcomes.

How we do it

Tower goes beyond supply and delivery to drive measurable impact through ambitious, well-planned rationalisation, standardisation, and consolidation projects. We apply rigorous analysis and provide solutions that consistently reduce costs, minimise product usage, and enhance operational efficiency. Our agile solutions boost sustainability and improve staff wellbeing with comfort, safety, and happiness across diverse working environments.

Why we do it

We believe better outcomes are always possible. That's why we challenge convention, simplify complexity, and create solutions that deliver lasting value for our customers, their people, and the planet.

Where you work

Our open plan office encourages teamwork and communication. You will be working in a respectful environment surrounded by people that care about you just as much as our customers. We also believe diversity is the key to a success. That means your voice will always be heard no matter your role, and there will always be the opportunity to make a big impact.

Who you are

You will have a proven track record in sales management, business development and achievement of revenue targets. Providing the vision and leading your team, you will coach for high performance and use data to drive decision making and strategic thought.

Working with the internal and external sales teams, you will be highly organised with experience in a number of vertical markets within distribution, logistics or FMCG industries. Experience with account based selling and enterprise deal structuring would be advantageous.