



## UK Sales Director (Regional Accounts)

**LOCATION:** Field  
**SALARY:** Competitive (+ OTE & Car Allowance)

*An empty treadmill isn't compelling, but once someone steps on it, the stories are limitless. Our goal is to connect people emotionally to their fitness journey. We are a global team coming from different cultures and backgrounds with a shared passion to achieve and live our mission of empowering the world to work out, creating healthier lives together.*

*Over the past 50 years we have built partnerships across the UK to deliver the industry's widest range of premium cardio, strength and group training products to create unique fitness solutions for both facilities and exercises. Elevating our partnerships further by adding value through inspiration, education and co-creation.*

*Inspire. Innovate. Make an impact! Join our team!*

### **JOB OVERVIEW**

Working collaboratively as part of the UK Management team, you will drive business performance against the UK objectives and in line with the global growth strategy through the development and delivery of an effective sales strategy.

With a relentless passion for success, you will foster high performing teams who are motivated and stretched to deliver in line with our strategic pillars and core values.

Enthusiastic about collaboration and continuous improvement, you will work closely with key stakeholders to optimise the UK offering and identify opportunities to elevate Life Fitness as a Partner of Choice.

### **RESPONSIBILITIES**

#### People

- Develop & lead a team of high performing sales individuals to succeed against agreed targets
- Collaborate with HR Business Partner to build sustainable teams that are set up for success through effective team design, appropriate reward and recognition approaches, talent development and succession planning
- Collaborate with international sales leaders and segment leaders to share insights and develop talent



- Embody and embed our strategic pillars and core values to underpin Life Fitness as a Partner of choice
- Ensure KPIs, objectives and MIPS drive key behaviours in line with our strategic pillars and core values

## Customer

- Diversify our customer base into developing markets whilst maintaining market share in core markets
- Establish and maintain industry visibility by building and maintaining good relationships with key customers and stakeholders
- Collaborate with UK Management Team, relevant functions and key stakeholders to ensure smooth transition of customer journey
- Continuously strengthen relationships with strategic customers / accounts
- Create and strengthen meaningful partnership with 3rd party solution partners to elevate customer experience

## Performance

- Design, develop and deliver effective sales strategy(s) aligned with both the local vision and global objectives
- Identify threats and opportunities that support the UK and global strategies and collaborate with stakeholders to develop pragmatic and commercially sound solutions for now and in the future
- Implement and deliver appropriate KPIs, objectives and tactics in line with the growth strategy
- Demonstrate commercial discipline in adhering to relevant budgets alongside individual opex but also opex pertaining to business services such as layouts, 3d visuals, event expenditure
- Develop, review and maintain appropriate pricing, discounts and margin improvement plans to achieve targets
- Design and implement approaches to improve customer satisfaction and loyalty in collaboration with key stakeholders - ultimately creating customer advocacy and promoters
- Able to produce new sales opportunities through lead generation and lead conversion

## COMPETENCES

- We're looking for people that thrive on being given a problem and finding a solution. We're looking for people who are comfortable when they need to say no; who aren't afraid to challenge the status quo and push back on stakeholders who may be more senior.
- Act as a custodian of life fitness
- Highly personable and able to build long standing relationships



- Exceptional sales and negotiation skills
- High energy, motivation and passion to succeed
- Strong commercial acumen with the ability to effectively balance the needs of the business, customers and our people
- Able to operate strategically with a growth mindset
- Able to address challenges with balance, pragmatism and underpin decisions with data
- Professional presence, self-awareness and ability to effectively interface with colleagues, value differing opinions and respect the needs of others
- Able to adapt and navigate through complex business issues in a fast paced and continually evolving competitive landscape
- Familiarity with CRM software, like Salesforce, and proficiency in Microsoft Office suite
- Self-motivated with a results-oriented mindset
- In-depth experience of sales processes and strategies

## ADDITIONAL COMMENTS

You'll be working in an inspirational and active environment empowering everyone to work-out, but also work hard to push themselves to achieve ambitious goals. We offer a challenging position in a dynamic and supportive environment, competitive compensation, and a great work atmosphere!

If you are confident that you are the person we are looking for, please send your covering letter and CV directly to [uk.careers@lifefitness.com](mailto:uk.careers@lifefitness.com) !