

STEVEN POOLE

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PERSONAL PROFILE

An accomplished Sales / Business Development Manager with 20+ years experience operating primarily within the motorsports sector, and a strong track record in selling products to exceed targets / KPIs. Skilled in working at a senior level to implement sales strategies in competitive global marketplaces with a background of leading teams effectively. Well versed in driving development of new business across regions worldwide, generating new leads, managing end-to-end sales lifecycles and forging strong customer relationships to facilitate commercial growth in line with expectations.

EXPERTISE

Strategy: An experienced sales professional with a readiness to challenge the status quo, and take responsibility for ground breaking initiatives to stimulate business growth and increase market share levels. Well versed defining product propositions and deploying effective business development plans to meet commercial aims.

Business Development: Expert analyst of market trends / competitor activity to support sound decision making, and driving the sales of products and services. Skilled in engaging with B2B decision makers to cultivate strong relationships and promote new business development, including via tactful cross selling / up selling. Skilled in leading customer engagements from prospecting through to negotiating and securing deals successfully.

Team Management: Experienced in leading sales teams, setting challenging KPIs and motivating personnel to achieve strong business growth in line with expectations.

Marketing: Skilled in implementing marketing strategies, and successfully enhancing the reputation of brands and companies. Well versed in directing activities as a part of overall business strategies, and providing direction across all aspects of traditional / digital marketing to deliver exceptional levels of ROI and increase sales.

Financial Management: Advanced business modelling skills with the capability to hold multi-million pound P&L / budget responsibility, as well as undertake sales forecasting / performance reporting for review by senior management stakeholders.

CAREER TO DATE

Administrator – DX Delivery Service

Jul 2023 – Sep 2023

- Held responsibility for preparing various reports to track freight with accuracy.
- Liaised with drivers to ensure timely deliveries and debriefed upon return to the depot on a daily basis.
- Communicated with other depots to track and identify freight coming through the trunking depot.

Volunteer – Reno Bike Project

Dec 2022 – May 2023

- Assisted in the workshops of the project in order to prepare bikes for sale.
- Drove the sales of bikes and accessory products to achieve targets and delivered exceptional customer service.
- Worked on live events such as Earth Day on behalf of the Reno Bike Project.

Area Sales Manager – Minster Insulation and Drylining

Sep 2021 – Oct 2022

- Developed B2B opportunities by adopting a consultative, friendly approach and successfully provided detailed information on insulation and drylining products to potential customers.
- Generated leads and followed up new business opportunities to close deals with prospects to hit all sales targets / KPIs.
- Managed a portfolio of 150 existing accounts and grew business relationships for sustainable commercial growth.
- Chased up sales quotes, negotiated prices / terms and recorded feedback appropriately to take actions.

- Acted as a primary point of contact for key accounts and resolved any issues in a swift and professional manner.
- Worked alongside Sales Directors and Senior Managers to support the development and implementation of sales and marketing strategies in line with core objectives to drive business expansion.

Director of International Business Development
The Merlin Partnership Ltd

Feb 2020 – Apr 2020

- Led a project to determine a direction of travel for Merlin to enter the US market and achieve sales growth.
- Successfully engaged with key US dealers and distributors to secure deals in line with commercial objectives.
- Presented a clothing collection to 9 key retailers in Texas to drive product uptake successfully.

UK Sales Director – The Merlin Partnership Ltd

Jun 2017 – Feb 2020

- Directed the sales function to increase customer satisfaction, revenue and profit contributions with P&L responsibility.
- Led a team of Sales Managers and drove a significant increase in sales through online and traditional channels – e-commerce revenue increased by 300%.
- Identified and reported business opportunities in market segments to senior leadership team stakeholders.
- Liaised closely with the UK Leadership Team to ensure sales progress aligned with the overall corporate strategy.
- Spearheaded innovative marketing activities to increase market share levels in line with expectations.
- Forecasted sales targets for territories and projected expected sales volumes / profitability for products and services.
- Maintained sales volumes and monitored demand, changing trends, economic indicators and competitors.

Sales Manager (UK & International) – Norton Motorcycles Ltd

Jun 2017 – Feb 2020

- Worked closely with global distributor markets including Australia, Hong Kong, Japan, US & Canada, and established new business relationships with agents in South America and Italy to achieve sales targets.
- Searched for and appointed a European agent to expand the dealer / distributor network (10% increase).
- Re-ignited relationships with unhappy early Norton dealers and increased business by 20%.
- Successfully secured business with 5 new UK dealers and delivered an exceptional level of service consistently.
- Attended national and international exhibitions to promote the company's products for business development.

EARLIER CAREER SUMMARY

UK Country Manager – Foxhead Europe Ltd

Dec 2011 – Aug 2015

UK Sales Manager – Foxhead Europe Ltd

Mar 2007 – Nov 2011

Area Sales Manager – Yamaha Motor (UK) Ltd

Sep 1999 – Nov 2006

Group Coordinator – Fowlers of Bristol Ltd

May 1994 – Aug 1999

PROFESSIONAL TRAINING & QUALIFICATIONS

- **International Careers Institute Higher Diploma: Counselling and Psychology** (Ongoing)
- **ILM Diploma (Level 3) in Leadership and Management**
- **PRINCE2® Foundation Certification**
- **A-Levels: Geography – The Grange Community School**
- **GCSEs incl. English and Mathematics – The Grange Community School**

References available upon request.