

## UK RE RJS Sales Manager

### Your tasks

- Sales of all R&J Strang tyre products to tyre dealers, local fleets, tyre networks and local customers.
- Achieve agreed sales targets and outcomes within scheduled timelines.
- Responsibility for the adherence to the pricing strategy and profitability performance targets through efficient management of price autonomy, set by R&J Strang for the customer and channel mix of the identified region.
- Coordinate sales effort with other team members and other departments. Establish, develop and maintain positive business and customer relationships by continuously proposing solutions that meet their objectives.

Manage and develop the dealer base within defined territory.

Promote and sell all group brands (Continental, Uniroyal, Semperit, Barum, Bandvulc and ContiRe), services and solutions using solid business arguments to existing and prospective dealers.

Maximise brand and product mix according to R&J Strang business targets. Develop bespoke business plans by dealer and maintain an up to date dealer profile by account. Analyse the territory potential, track sales and status reports.

Monthly customer forecast to be provided.

Supply management with reporting on customer needs, problems, interests, competitive activities, and potential for new products and services.

Monitor and analyse the development of unit sales, price, brand mix, CMC and market share by customer, brand and product group within the sales territory.

Provide regular updates to dealers in terms of KPIs in the form of dealer dashboards.

Undertake the upkeep and integration of customer data, in accordance with Company guidelines, CRM, tools and systems. Develop, plan and implement marketing campaigns and initiatives to maximise opportunities in sales area.

In conjunction with Marketing team, develop and execute dealer events, promotions, campaigns, surveys and activities in sales area.

Communicate competitor information regarding pricing, campaigns, new product introduction, product quality and customer programmes in line with CTG guidelines on compliance. Keep up-to-date of CTG and market best practices and promotional trends.

Continuously improve through feedback.

Meet individual and team sales targets.

Attend meetings, sales events and training as required.

Report and provide feedback to management using financial statistical data.

Maintain and expand customer database (CRM) within your assigned territory.

Manage and maintain your own period expense, support and cost budgets.

Ad hoc as required.



Job ID  
**REF96561K**

Field of work  
**Marketing and Sales**

Location  
**Datchet**

Leadership level  
**Leading Self**

Job flexibility  
**Onsite Job**

Legal Entity  
**Continental Tyre Group Ltd.**

## **Your profile**

Proven successful training / education relevant to position. Ideally degree in business administration, sales or marketing or a related field

## **Our offer**

Successful previous sales experience, consistently meeting or exceeding targets. Demonstrated ability to communicate, present and influence credibly and effectively. Proven ability to drive the sales process from plan to goal. Solid customer service attitude with excellent negotiation skills. Proven ability to understand and analyse sales performance metrics.

Ready to drive with Continental? Take the first step and fill in the online application.

## **About us**

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €19.7 billion in 2025 and currently employs around 78,000 people in 54 countries and markets.

Tire solutions from the Tires group sector make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2025, the Tires group sector generated sales of 13.8 billion euros. Continental's tire division employs more than 56,000 people worldwide and has 19 production and 16 development sites.