

Job Description - Sales Manager – BitePRO® Clothing

Position: Sales Manager

Reports to: CEO and Directors

Location: PPSS Group HQ, Wetherby, UK

Contract: Full-time, Permanent

Salary: £40k - £45K

About BitePRO®

BitePRO® (part of the PPSS group of companies) is a world-leading brand of protective clothing designed to protect professionals at risk of injuries from biting, scratching, and other related challenging behaviours. Trusted globally across healthcare, mental health, and special education, as well as other high-risk sectors. Our drive is simple: to protect staff so they can protect and help others. 75,000+ of our products have been deployed world-wide.

Role Overview

This is a pivotal role within PPSS Group, take ownership of executing and improving the BitePRO® sales operation, leading the team, managing key accounts, and supporting the strategic growth objectives set by the Directors. This role will suit a hands-on, commercially astute leader who thrives in building structure, driving process improvement, and developing a team in a fast evolving environment.

Key Responsibilities:

Sales Strategy & Growth

- Develop and execute the BitePRO® sales strategy in line with company growth objectives.
- Deliver agreed sales revenue and profit targets (quarterly and annual).
- Identify new opportunities across healthcare, special education, and other sectors globally.

Team Leadership & Development

- Lead and mentor the sales team, introducing structured KPIs and performance reviews.
- Set SMART objectives, track performance, and provide regular coaching.
- Conduct regular coaching to build accountability and capability across the sales function.

Key Account Management & Partner Management

- Build strong relationships with existing clients and distributors.
- Lead negotiations, tender submissions, and contract renewals.
- Ensure customer satisfaction and proactive problem resolution.
- Expand and manage our network of international distributors.
- Monitor distributor performance and enforce accountability.

Market Development

- Research emerging markets and sectors where BitePRO® can add value.
- Represent the brand at trade shows, exhibitions, and industry events.
- Work closely with Marketing to align campaigns with sales objectives.

Reporting & Compliance

- Produce accurate data led sales forecasts, pipelines, and performance reports for CEO and Directors.
- Ensure compliance with company processes, ISO 9001, and relevant regulations.
- Champion CRM process and adoption to ensure accuracy of pipeline data and forecasting.

Essential Skills & Experience

- Proven 5 years' experience in B2B sales management, ideally in PPE, textiles, protective clothing or other safety related B2B sectors.

- Strong track record of achieving and exceeding sales targets.
- Experience managing and motivating sales teams.
- Excellent negotiation, presentation, and communication skills.
- International sales and distributor management experience desirable.
- Commercially minded, data-driven, and customer focused.
- Strong IT proficiency, including Excel and data analysis tools.
- Experienced user of CRM platforms (e.g. HubSpot, Salesforce, or similar) with proven ability to drive adoption and ensure data accuracy.

Personal Attributes

- Results-oriented with a strong sense of accountability.
- Resilient, adaptable, and comfortable in a fast-paced environment.
- Strong leadership skills with the ability to inspire and coach others.
- A problem-solver with a proactive mindset.

We Offer

- Competitive salary and performance-related commission.
- Opportunity to lead a global brand with strong growth potential.
- A defined pathway to Head of Sales.

