



# GMK

- AREA SALES MANAGER
- SCOTLAND & IRELAND (FIELD-BASED)

# About the role: Area Sales Manager

**Contract type:** Full time permanent

**Job Title:** Account Executive - Scotland & Ireland

**Salary:** Competitive salary, dependent on experience.

**Company:** GMK Ltd

**Location:** Scotland & Ireland - Field-based

**Reports to:** Head of Sales

**CVs and applications to:** [HR@gmk.co.uk](mailto:HR@gmk.co.uk)

## **Key Responsibilities:**

- Manage a portfolio of key accounts, ensuring timely order fulfilment and high levels of customer satisfaction.
- Maintaining professional and technical knowledge.
- Develop and execute strategic account plans to achieve and exceed sales targets and revenue goals.
- Conduct regular face-to-face visits to retailers to understand their business needs, provide product training, and support their sales efforts.
- Identify and secure new business opportunities to expand the company's customer base.
- Monitor historical and current market trends, competitor activities, and customer feedback to inform sales strategies and targets.
- Collaborate with internal teams, including marketing and logistics, to ensure seamless operations and a consistent customer experience.
- Attend industry trade shows, events, and company meetings as required.
- Build and nurture strong, long-lasting relationships with a portfolio of key retail partners.
- Manage and resolve any retailer inquiries, issues, or complaints in a timely and professional manner.
- Actively identify new business opportunities and expand product listings within existing accounts.
- Ensure high brand visibility and consistent merchandising in retail stores.
- Maintain accurate and up-to-date records of account activity, sales data, and market intelligence using a CRM system.
- Effectively manage a travel calendar to ensure comprehensive coverage of the assigned territory.



# About the role: Area Sales Manager

## **Essential Skills:**

- Proven experience in a field-based sales or account management role, ideally within the shooting sports, hunting, or related outdoor goods industry.
- Exceptional communication, negotiation, and interpersonal skills.
- Strong organisational skills and the ability to work independently to manage a large territory.
- UK driving license.
- The successful candidate will be mobile and able to travel as and when necessary for the requirements of the role.
- Proficiency in using a CRM system and Microsoft Office Suite.

## **Compensation & Benefits**

- A competitive salary, dependent on experience.
- Performance based bonus scheme.
- Company car.
- Laptop, company credit card and mobile phone.
- Employer contributed pension scheme.
- Employee discount on company products.
- Higher than statutory annual leave.

**CVs and applications to:** [HR@gmk.co.uk](mailto:HR@gmk.co.uk)



# Sites



## Bear House

The HQ for GMK Ltd is Bear House. The total surface area is 32,000 sq feet (3,000 sqm). Within the facility there is office space, a showroom area, a dedicated workshop, a secure gun armoury, an ammunition store, pallet racking and general warehouse space. A total of around 45 people are based at Bear House.



## The London Beretta Gallery

Under the GMK umbrella is the London Beretta Gallery. Spread over three floors the shop retails a mixture of Beretta countrywear, technical shooting clothing and firearms, and now incorporates a Holland & Holland Concession



## Holland & Holland

The prestigious Holland & Holland Shooting Grounds are set in 60 acres of beautiful open countryside on the outskirts of London. We have excelled at providing world-class shooting tuition since 1939 and remain the premier destination to fire shotguns and rifles to this day



## Centanex

Centanex distraction devices are manufactured at a dedicated site in Lincolnshire. The small team consists of engineers with specialist knowledge and trained production staff.

# About GMK Ltd:

**GMK Ltd is the UK's leading distributor of premium firearms and shooting sports equipment. We are proud to be part of the Beretta Holding group, the oldest family-run firearms manufacturer in the world, with a rich heritage spanning over 500 years.**

Our diverse portfolio includes renowned brands such as:

**Beretta:** World-leading manufacturer of firearms, including the shotguns used to win 14 out of 15 Olympic medals in Paris.

**Holland & Holland:** Prestigious manufacturer of bespoke firearms and owner of a renowned shooting ground with a Royal Warrant.

**Centanex:** Specialises in the design, manufacture and supply of pyrotechnic tactical products. Provider of advanced solutions for military and law enforcement agencies.

**BDT (Beretta Defence Technologies):** Provider of advanced solutions for military and law enforcement agencies.

**The Beretta Gallery:** Flagship retail store located on St James's Street, London, offering a luxurious shopping experience.

**Tikka, Sako, RWS, Norma, and Chapuis:**  
Premium brands known for their quality and performance.

GMK Ltd is 80% owned by Beretta Holding, ensuring we are at the forefront of innovation and technology in the shooting sports industry. We are committed to providing exceptional customer service and promoting responsible shooting sports across our various divisions.

*Beretta Holding S.A. is the controlling company that embraces over 30 worldwide businesses in which it has either direct or indirect control. The group specialises in hunting and competition shooting sectors as well as tactical products.*





GMK Ltd, Bear House, Concorde Way, Fareham, Hampshire, PO15 5RL [www.gmk.co.uk](http://www.gmk.co.uk)