**Paul Battye**

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| **Location:** | Horwich, Bolton |
| **Car Owner:** | Yes, full UK Driving Licence |
| **Notice Period:** | 1 month |
| **Qualifications:** | **University of Manchester**  BA (Hons) Leisure with Business Management & IT – 2(ii)  HND Leisure Studies  **Blackpool 6th Form College**  3 x A Levels (Maths, Business Studies, Computing)  **Hodgson High School**  9 x GCSE’s (Grades A – C)  Including Maths and English |
| **Profile:** | * A highly motivated results driven sales manager within the play and leisure industries. * Proven track record of delivering exemplary levels of service to a broad range of clients from the public, private and voluntary sectors. * High achieving sales professional with a proven track record of increasing product / equipment sales and territory performance. * Experience of managing territories and larger regions involving managing Sales Teams. |

**CAREER HISTORY**

**Jan 2005 – Present PLAYDALE PLAYGROUNDS LTD**

**Aug 2012 – Present Regional Manager – North**

Playdale Playgrounds Ltd are a family owned SME who design, manufacture and install playgrounds in the UK and supply equipment to over 30 countries worldwide. Turnover in 2017 was £11m.

* Reporting to the Managing Director on the performance of the Northern Sales Team.
* Responsibilities include:
  + Management of a team 4 Area Sales Managers
  + Managing my own personal territory of North West England and North Wales.
  + Ensuring Area Sales Managers have a pipeline of 160 – 180 live projects at all times.
  + Development of the UK Sales Plan.
  + Annual target setting and monitoring
  + Recruitment, Interviewing, Induction Training, Performance Reviews
  + Presenting sales figures at the UK Sales Team meetings.
  + Clients include public and private sector. (Local authorities, national house-builders, primary schools, special needs schools, holiday parks, town/parish councils, architects, garden centres, pub chains).
  + Dealing directly with head-teachers, parks managers, architects, quantity surveyors, commercial and technical managers, business directors.

*Achievements:*

* Led and motivated the Sales Team to achieve £2.75m of orders in 2016, £3.4m in 2017.
* Personally secured 90 orders in 2017 totalling £950,000. Largest order value of £105,000 from Morris Homes Ltd.

**Jan 2005 – Aug 2012 Area Sales Manager**

* Site surveying and advising clients on all aspects of play area developments.
* Training and support to new Area Sales Managers.
* Introduced the use of Google Earth for presenting play area schemes to customers. Saving time for Playdale Designers and giving the customer more realistic visual designs.

*Achievements:*

* Doubled timber equipment sales from £229,000 in 2005 to £489,000 in 2009.
* Area Sales Manager awards, 3rd in 2008, 1st in 2009, 1st in 2011 out of a team of 13.

**Jun 2002 – Dec 2004 DCM PREMIER PLAY SURFACES**

**Area Manager**

* Responsible for generating new business in the North of England to achieve targets
* Development of new marketing material, including website.
* All aspects of the sales process.

**Nov 2001 – May 2002 POWERLEAGUE**

**General Manager**

* Responsible for the day to day operation of the centre.
* Managing a team of up to 10 people.
* Managing events. E.g. Powerleague Budweiser World Cup with 64 teams.

**Feb 2000 – Oct 2001 DAVID LLOYD LEISURE  
Deputy Sales & Marketing Manager**

* Showing prospective members around the Club and signing them onto a membership package.
* Development of sales promotions, including partnerships with high street retailers and car dealerships.
* Planning charity fund raising events.

**Professional Development**

* Level 2 Certificate in Lean Organisation Management Techniques (2017)
* Presenting with Conviction, Control and Confidence(2015)
* Selling Made Easy – Peter Flemming (2015)
* Get Real Leadership – Deborah Clark (2015)
* Enabling Effortless Change Workshop – Jennie Sutton (2014)
* Customer Service Strategy - Justine Douglas (2014)
* RoSPA Routine Playground Inspections (2004)
* Learndirect Certificate in Using Advanced Computers (2002)
* Learndirect Certificate in Using Advanced Spreadsheets (2002)
* Learndirect Certificate in Word Processing Advanced (2002)
* “Fit to Sell” Training Certificate (2001)

**Interests**

* Triathlon racing (Completed an Ironman in 2014)
* Camping with family and friends