

A Day in the Life of our... **National Merchant Sales Manager**

In this first feature, we speak to Lance Blackburn, our National Merchant Sales Manager, who details his day-to-day duties and explains the vital role both independent and national merchants play as our business continues to grow.

"The most important part of my role is to establish and maintain excellent working relationships with all the leading merchants"

Lance Blackburn, National Merchant Sales Manager



Which merchants do you work closely with?

The most important part of my role is establish and maintain excellent working relationships with merchants within the commercial and industrial heating sector. To ensure this, I have daily contact with both national and independent merchants.

What do your day-to-day responsibilities include?

I travel the length and breadth of the UK, visiting approximately 6-8 merchants per day, meeting branch managers, key account executives and business development managers to forge close business relationships on behalf of Bosch. This is extremely important as we strive to offer industry-leading support alongside our established product range.

I'm responsible for increasing all sales through the merchant sector and this is achieved by providing detailed specifications in response to enquiries, as well as working closely with the merchant sales staff to promote the benefits of Bosch's entire product portfolio.

Do you offer any sales support to the merchants?

It's imperative that every member of each merchant branch, both sales and technical staff, has access to the most up-to-date product information. We provide a comprehensive training programme which ensures all the staff are quickly brought up to speed with the unique selling points of our extensive product range.

The majority of the training takes place on merchant premises but I actively encourage merchant staff and contractors to visit our state-of-the-art £1.5 million Training and Assessment Academy in Worcester and brand new £1.2 million facility in Wakefield.

I am also on hand to offer each merchant regular refresher courses, as and when new members of staff join, in addition to briefing the merchants on the features and benefits of any new product or accessory that is launched.



Did you know?

The 24-hour daily operations at our headquarters in Worcester help us to achieve 100% availability for our GB162, Heat Interface Unit and Water Heater, with the ability to deliver next working day.

Contact details

To arrange an appointment with Lance, or to discuss any project or specification queries, please call him on 07790 489879.



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