

Welton Bibby & Baron

packaging manufacturers since 1858



Welton Bibby & Baron is the UK's largest manufacturer of paper bags and a market leader in providing sustainable packaging solutions, including paper, polythene, recyclable and green options. The UK's biggest brands and retailers rely on us as a supplier of world-class products, range and service, offering innovation and reliability.

Our modern production facility, innovative product development, flat hierarchies and streamlined decision-making processes make this family-owned business an exciting and successful place to work.

Our philosophy is to treat our 400+ colleagues with respect, keep them safe, and always adhere to the Ethical Trading Initiative. We are committed to using resources in an environmentally responsible way, and our can-do attitude has helped us secure a significant market position.

Due to our continued expansion, we are excited to offer recent graduates and career changers a fantastic opportunity to pursue a career in sales with an industry leader in sustainable flexible packaging solutions.

Trainee Sales Manager (m/f/d)

During the 18-months programme, you will receive targeted preparation to set you up for a successful sales career in the flexible packaging sector and working with national client structures.

Starting in the internal sales department, you will familiarise yourself with the company's processes and gradually take on more

responsibility for working with customers. At the same time, you will support and assist the experienced sales team with preparing for, executing and following up on customer appointments. Together, we will expand your product knowledge and impart industry-specific know-how, as well as methods for successful customer communication and support.

In addition to sales, the programme introduces you to all the relevant commercial and technical departments. This enables you to gain knowledge of our products' value chain and build a network of relevant contacts.

Negotiation training and ongoing mentoring by the sales management team are key features of the programme, as is regular feedback from your mentor.

Our sales career development programme will prepare you, step by step, for working independently as a sales manager in the flexible packaging division:

Role Sales Manager:

- Developing and selling bespoke packaging solutions and concepts
- Systematically expanding existing accounts and acquiring new customers
- Taking responsibility for sales within a defined territory, working closely with the internal sales team and the applications engineering department
- Structured preparation and independent conduct of customer meetings and negotiations
- Travel within the sales territory as required for customer visits
- Reporting to sales management
- Monitoring the market, customers and competitors within the defined sales territory
- Active involvement in order processing and proactive handling of day-to-day business tasks

Your advantages:

- Ongoing support, training, and development
- Competitive salary
- Fully expensed company car, upon successful completion of the trainee programme
- Attractive working conditions and modern workplaces
- 25 days holiday plus bank holidays

Skill Set:

- Bachelor's degree in Business Administration, Economics or Marketing is advantageous
- Ambition to work in sales with strong communication skills and an interest in independent, goal-oriented work
- Attention to detail, an interest in technical matters and a structured responsible approach to work
- A confident approach, empathy, and a hands-on attitude
- Excellent communication skills
- Fluency in written and spoken English is essential
- This position requires an office presence (Monday to Friday) in Westbury, Wiltshire

**IF YOU HAVE SEEN A PAPER BAG
WE CAN MAKE IT!**

- Contributory company pension
- Full-time permanent position (34.5 hours per week)
- A convincing product range and well-known customers
- Exceptional long-term personal growth potential with a financially solid, ambitious family-owned company

