

## JOB DESCRIPTION

<b>Job Title:</b>	Internal Sales	<b>Department:</b>	Internal Sales
<b>Reports to:</b>	Head of Account Management	<b>Direct Reports:</b>	None
<b>Our Values:</b> We care deeply about our People, Partners & Longevity		<b>Our Vision:</b> To be the first-choice partner for components and bespoke manufactured solutions	
<b>Role Purpose:</b>			
<ul style="list-style-type: none"> <li>• <b>To develop and maintain long-lasting relationships with existing key customers - maximising the profit potential whilst minimising the risks with each account.</b></li> <li>• <b>Achieving solution-selling by fully understanding customer needs and matching these with the Company's product ranges and capabilities.</b></li> <li>• <b>Sourcing new business in target sectors - acting on leads, nurturing customer relationships from initial enquiry through to delivery and follow-up to secure repeat business.</b></li> </ul>			
<b>Job Description</b>			
<b>Key Responsibilities:</b>			
<ul style="list-style-type: none"> <li>• <b>Account Management</b> - establish, develop and maintain positive relationships with customer base. Ensuring regular customer contact (both reactive and proactive) to be their partner of choice for value added engineered solutions and services. Utilising available resources including CRM to identify opportunities to appropriately up-sell/cross-sell to maximise the potential of each account.</li> <li>• <b>Securing New Business</b> - Identifying appropriate new business opportunities typically sourced via: discussions with existing key customers, referrals from existing customers, awareness of upcoming relevant projects and trends, networking, lead generation from Marketing. By understanding any potential new customers' business (i.e. their field of expertise, past and future projects, their current suppliers, their credit-worthiness, etc.) ensuring that the sales pitch is presented to the right decision maker(s) and includes the right marketing collateral (case studies, presentations, free gifts), product mix and pricing model to secure profitable business.</li> <li>• <b>Deal Negotiations</b> - Liaising with key customers (typically via phone, Teams or email) to understand their requirements, utilising knowledge of Company products and potential product ranges to propose how to meet their requirements. Negotiating prices within agreed parameters: balancing customer expectations and the need to be competitive, with maintaining profit margins. Utilising the Company's selling points to demonstrate value for money. Seeking agreement from Senior management regarding discount rates where these exceed agreed parameters, providing commercial justification for this. Where appropriate passing enquiries to the rest of the Sales team to process and following up as required.</li> <li>• <b>Customer Service</b> - Customers should at all times be dealt with in an efficient, professional and polite manner. By providing great customer service and being friendly and professional, build rapport with customers, passing any useful customer insights onto the rest of the team. Where a customer is unhappy or wishes to make a complaint this should be listened to and efforts made to resolve the problem (involving the Sales/Customer Service team where appropriate), the customer should be kept informed of any actions taken. Serious complaints should be escalated to the Head of Account Management. Notes of any discussions/actions should be kept on Hubspot.</li> <li>• <b>Sales Administration</b> - ensure records are maintained on the CRM; that sales administration processes are adhered to and inputting errors are minimised, reducing the risk of non-conformances and invoicing queries. Supporting the Sales Ledger team to promptly resolve invoicing problems.</li> </ul>			

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- **Forecasting** - Maintaining a pipeline of new business opportunities, updating the percentage likelihood of winning the business, plus a pipeline of upcoming projects with existing customers. Discussing these with the team and providing input to the periodic setting of overall sales targets/budgets by predicting likely customer spending levels, based on trend analysis and awareness of upcoming projects.

### Skills & Knowledge:

- Administration/maintaining records/following sales procedures
- Commercially sharp (numerical & negotiation skills)
- Customer service skills including complaint resolution
- Excellent communication skills (face-to-face/video/phone/written)
- Forecasting & forward planning
- Lead nurturing/New business development
- Relationship building
- Tenacity - able to cope professionally with rejection
- Understanding of the Company's product range & able to provide technical/product advice

### Behaviours:

- Caring - People, Partners & Longevity
- Accountable
- Adaptable
- Acts with integrity
- Charismatic
- Collaborative team player
- Commercially minded
- Customer focused
- Positive attitude
- Resilient
- Self-starter

### Experience:

Essential:

- Have previous B2B account management experience

Preferred:

- (Useful but not essential) experience of selling into export markets; languages (German/Spanish)

### Key Performance Indicators:

- Achievement of sales targets - Turnover & gross profit margins from allocated existing customer base
- New business - account retention
- Customer satisfaction levels: NPS from customer feedback
- Internal Sales related non-conformance rates

Last Updated By:		Approved By:		Date:	
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