

Role Specification – Internal Sales Coordinator

Objective(s)

To manage and develop relationships between Weldability | Sif and it's customers in order to enhance levels of business by way of increasing order frequency, increasing transaction values, broadening the product mix per order and encouraging "one-stop shopping" by "trading partnerships".

To consult with and advise customers in order to improve their understanding of our product portfolio and to identify – and capitalise on – opportunities in which suitable products from our range meet their requirements. Full Weldability | Sif product training is provided.

To capture, log and share key marketing data relating to distributor customers and end-user "pull-through" sales leads, to facilitate targeted marketing and gain optimum value from the sales pipeline.

Key Duties & Responsibilities

- Handling incoming sales team calls from existing and potential customers company-wide
- Providing a consistent and helpful point of contact for the pre-, mid- and post-sale needs of allocated accounts
- Providing information and advice to end-user sales leads and liaising with regional distributors to facilitate sales to mutual advantage
- Preparing quotations and managing the sales cycle to ensure a high level of quote-to-order conversion
- Entering orders which you have generated or received, to ensure efficient same-day despatch
- Logging call notes, tracking opportunities and sharing customer information via CRM software
- Developing and implementing targeted campaigns to leverage orders from allocated accounts

Qualities & Attributes

Motivated; goal-oriented; team-spirited; familiar with sales cycle; confident; articulate; resourceful.

Reporting To : Commercial Director, Board

Supported By :

Sales Support (literature mail-out requests, quotation preparation, campaign execution, etc).

Updated : August 2018

