

Role Specification – Internal Sales Account Executive

Objective(s)

To manage and develop relationships between Weldability | Sif and their end-user and distributor customers in order to enhance levels of business by way of increasing order frequency, increasing transaction values, broadening product mix per order and encouraging “one-stop shopping” and “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.

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 distributor accounts.
- Making proactive outgoing sales calls to allocated existing and potential customers.
- Providing information and advice to end-user sales leads and liaising with colleagues and 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.

KPIs & Incentives

Key Performance Indicator	Objective	Incentive
Team Daily Order Values	Reward personal contribution to handling and processing daily team order throughput	% Order Commission
Region Monthly Growth Target	Reward account handlers for allocated customer performance in line with sales growth target	% Revenue Growth Bonus

Qualities & Attributes

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

Reporting To :

Sales Team Leader, Sales Manager, Managing Director.

Supported By :

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



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