

# EASILIFT LOADING SYSTEMS

## DEPARTMENT – Sales

### ***JOB DESCRIPTION & PERSONAL SPECIFICATION:***

**TITLE:** Area Sales Managers

**REPORTS TO:** Sales Director

**PREPARED DATE:** April 2009

### **JOB PURPOSE:**

To provide the external sales interface between Easilift and clients to maximise existing opportunities as well as continually sourcing new opportunities in line with the Company's Sales Strategy.

### **KEY RESPONSIBILITIES AND ACCOUNTABILITIES:**

- Be responsible for actively seeking new business opportunities within a dedicated geographical area and agreed pricing structure; whilst at the same time identify potential opportunities as a result of developing effective working relationships.
- Ensure the key objectives and targets contained within the sales activity reports are considered and prioritised on an ongoing basis.
- Maximise on existing opportunities by maintaining contact with the customer base, following up quotations and identify relevant key success factors.
- Be point of contact for internal customer communication in order to identify the specific nature of query from various sources and take appropriate action.
- Receive sales enquiries from potential clients and internal sales team members and respond appropriately.
- Attend design and pre contract meetings when necessary as well as visit sites in order to liaise with potential customers. Carry out detailed site surveys and identify loading bay solutions.
- Ensure all enquiries are input onto the Easilift sales database, issue relevant documentation and prepare and / or revise quotations as necessary.

- Be responsible for receiving telephone enquiries and for communicating with potential clients in order to clarify requirements.
- Provide technical specifications and standard drawings to customers and architects and liaise with the project team when non standard drawings are required prior to order.
- Utilise the internet based quotation systems for pricing of suppliers products as well as liaising with various external suppliers in order to obtain the best prices for non standard items.
- Collate relevant information and prepare the sales forecast for the departmental meeting.
- Build, develop and sustain mutually beneficial working relationships with all other teams to ensure effective service delivery.
- Ensure your own conduct meets the standards and authorities set out in the Company's Human Resources Policy (Book 14) and also the standards of the Company's Quality Management System.
- Carry out any other duties which the company may at any time deem necessary.

**KEY MEASURES:**

- Achieve Sales Target
- Conversion Rate
- Repeat Business
- New Business Development

Name.....

Signature.....Date.....

**PERSONAL SPECIFICATION:****QUALIFICATION / SKILLS:****Essential:**

- Higher education qualification or equivalent experience
- Evidence of, and commitment to, continuing professional development
- Intermediate computer skills (Microsoft Office, Word, PowerPoint, Excel)
- Knowledge and experience of designing, developing and delivering complex technology solutions
- Strong organisational skills, with good personal insight, tact and ability to foster teamwork and collaboration across different teams to deliver the desired outcomes

**Desirable:**

- Technical knowledge within the loadings industry

**KNOWLEDGE & EXPERIENCE:****Essential:**

- Presentation skills on technical and non technical levels
- Excellent communication skills, to allow good internal and external communications to enable the correct information to be sought to enable the role to be fulfilled
- Ability to assimilate information quickly making informed decisions from facts presented
- Ability to articulate the commercial benefits of any proposed solution
- Understanding of management information systems
- Adherence to health and safety legislation
- Professional manner to develop and maintain strong, professional working relationships

**Desirable:**

- Practical engineering

**PERSONAL ATTRIBUTES:****Essential:**

- Creative and solution orientated
- Determined and self-motivated meet deadlines
- Confident negotiator and commercial awareness
- Energy, enthusiasm and innovative
- Ability to work under pressure to handle complex issues
- Team player
- Excellent communication, documentation and presentation skills,
- Effective listening within all levels

**Desirable:**

- Selling techniques.