

1. Job details	
Job title	Sales Executive
Salary band	Band 6
Accountable to	Sales Team Leader

2. Job summary
Through outbound calling, actively promote and sell the range of St John Ambulance training products and services across the region to business to business prospects and existing customers in order to increase the customer database and meet revenue targets.

3. Main duties and responsibilities	
1	Make outbound calls to develop and secure relationships by taking a consultative approach with existing and prospect customers via telephone calls and emails
2	Establish a rapport, whilst identifying and maximising sales, by adding value through utilising cross sales and up selling techniques where appropriate
3	Achieve specified key performance indicators around outbound call volumes and revenue levels
4	Identify and build potential key accounts and national accounts liaising with the appropriate departments
5	Maintain accurate and up to date records of existing and potential customers
6	Diarise and follow up on all potential opportunities to successfully close sales
7	Agree and close sales of St John Ambulance products and services in line with the pricing policy
8	Provide the marketing department with relevant information regarding customer sales
9	Report as required on customer contacts and sales
10	Advising customers and potential customers on forthcoming product developments and discussing special promotions
11	Liaising with the appropriate regional contact to ensure the provision of appropriate trainers to deliver onsite training courses
12	Provide daily and weekly figures on sales and report on business contacts made to the National Telesales Manager
13	Maintain professional internal and external relationships that meet the organisations core values
14	Establish and maintain effective working team relationships with the region and all support departments
15	To provide feedback to the NTM, central and regional contacts regarding success of marketing campaigns and make suggestions for future marketing opportunities
16	Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

4. Person specification			
This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.			
Requirements	Essential and desirable criteria		Method supporting assessment
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Education and qualifications			
Educated to GCSE level or equivalent (Grade C)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form
Further or higher education or equivalent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form
Undertaken relevant Customer Care or Sales training	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form
Experience			
Experience of working in a customer service environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Proven track record of success in sales	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience of a telesales environment and working to key performance indicators around outbound call volumes.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Experience of consultative selling and adding value through utilising cross selling & up selling techniques where appropriate	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Skills, knowledge and abilities			
Excellent interpersonal skills with ability to communicate effectively at all levels	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Ability to use Microsoft® applications at intermediate level	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Creative with ability to work as part of a team and on own initiative	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Knowledge of St John Ambulance products and services	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form
Motivation			
Ability to work on own initiative	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Willingness to adapt and learn new skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to work flexible hours when required	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Willingness to embrace change and adopt new methods of working	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Excellent verbal and written communication skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: HR	Date of preparation: 06/02/2014
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