

1. Job details	
Job title	Telephone Account Executive
Salary band	Band 6
Accountable to	Head of Sales, Telephony

2. Job summary
<p>The role plays a leading part in delivering sales growth to meet the financial targets of the Sales & Business directorate of Workplace Training & St John Ambulance Supplies.</p> <p>The Telephone Account Executive role will build and manage relationships with key customers over the phone to maximise the value of sales of training & supplies through identifying upsell opportunities. The role is targeted on retention and growth of existing accounts plus new business wins through successful prospecting. To plan & successfully roll out new products/systems prioritising customers as required as these come to market.</p>

3. Main duties and responsibilities	
1	To proactively maintain and build positive relationships resulting in St John Ambulance being the preferred supplier of first aid and health & safety products through managing an account base involving outbound telephone contact, in order to maximise sales of both training & supplies.
2	Retain and grow the existing customer base by identifying upsell opportunities. Achieve or exceed targeted revenue for both training & supplies
3	Ensure the customer experience is in line with agreed targets, in terms of quality and frequency of contact.
4	Build strong relationships with key decision makers and influencers at each organisation, resulting in revenue protection and growth.
5	Manage incoming sales leads and ensure subsequent sales are completed within a timely efficient manner and within agreed KPIs.
6	Ensure relevant databases are maintained updating customer details as required.
7	Establish and implement contact plans for customers including agreed telephone contact & customer satisfaction reviews etc.
8	Grow the business with key accounts - responding to pre-qualification questionnaires, submitting bids/proposals including unsolicited, preparing tenders, proposals for additional services, up-selling and cross-selling, leading tender vets/bid teams, and identifying all opportunities to improve and widen services to the customers
9	To maintain a detailed knowledge of the products and services offered and the processes operated for key accounts.
10	Liaise with the face to face team and telesales team regarding accounts to be handed over and to offer/seek joint working and support.
11	Maintain internal and external relationships that meet the organisations core values
12	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
	E	D	
Education and qualifications			
Educated to GCSE level or equivalent (Grade C)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Further to higher education or equivalent (can include administrative qualifications)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Experience			
Experience of building rapport & developing sustainable relationships in a B2B environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Demonstrate experience to win, retain and grow new customers in a telesales environment.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Demonstrate customer focus through ability to listen and respond to customers providing a quality service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience and/or interest to work within the charity sector	<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 checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to use Microsoft® applications at intermediate level	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Effective written and verbal communication skills and negotiation skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to plan & organise effectively	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Knowledge of first aid training & supplies	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Motivation			
Ability to work on own initiative	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to deliver results on own initiative and as part of a team	<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

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: KT

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