



Job Title: Sales Executive
 Reporting to: Sales Team Leader
 Direct Reports: 0

Job Band: Band 6
 Size of Team: 28

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.

Key Responsibilities

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

You will

- Be able to work on your own initiative
- Have willingness to learn and adapt new skills/ embrace change and adopt new methods of working
- Be willing to work flexible hours when required
- Need excellent verbal and written communication skills



BE PART OF A LIFE SAVING TEAM



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	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C) inc Maths & English	✓	
Further or higher education or equivalent		✓
Undertaken relevant Customer Care or Sales training		✓
Experience		
Experience of working in a customer service environment	✓	
Proven track record of success in sales	✓	
Experience of a telesales environment and working to key performance indicators around outbound call volumes.		✓
Experience of consultative selling and adding value through utilising cross selling & up selling techniques where appropriate		✓
Skills, knowledge and abilities		
Excellent interpersonal skills with ability to communicate effectively at all levels		✓
Ability to use Microsoft® applications at intermediate level	✓	
Creative with ability to work as part of a team and on own initiative	✓	
Knowledge of St John Ambulance products and services		✓

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