

JOB DESCRIPTION

Title: Sales Executive

Accountable to: Sales Manager

Hours: 35 hours per week

Location: National HQ Cardiff

Job Summary:

The Sales Executive is responsible for new business acquisition and account management of existing accounts to ensure achievement of agreed targets, for the sales of training courses and supplies.

Core Duties:

1. To identify and develop strategic marketing and sales opportunities for the Organisation's training & supplies business to increase income and profile.
2. To identify new customers/opportunities/prospects for the Organisation's training courses & supplies products, converting prospects/opportunities into valued customers.
3. To communicate with new and existing customers to develop effective relationships, familiarise and identify with their business and to advise/assist them by suggesting appropriate solutions to help address their First Aid, Health and Safety, Supplies or related business needs.
4. To promote the work of St John Ambulance Cymru at every relevant opportunity including representing St John Ambulance Cymru at external business shows and networking events.
5. To keep abreast of changes and new developments with regards to health & safety law and associated codes of practice.
6. To identify and tender for suitable business opportunities within the commercial, public and private sectors.
7. To submit high quality, well researched tender responses /proposals.
8. To develop and maintain Company sales related databases and to generate and provide appropriate, timely sales reports.
9. To provide information and feedback to customers relating to date sensitive equipment and maintenance, including course requalification requirements.
10. To meet the reporting requirements for successful contracts and taking responsibility for providing accurate and timely responses to their requests.
11. To liaise with management regarding sales strategic planning and ongoing business opportunities.

Person Specification

Criteria	Essential	Desirable	Assessed by	
			app	Interview
Qualifications				
Educated to GCSE level C or above	*		*	
Educated to degree level		*	*	
Experience/Knowledge				
Experience in B2B Sales	*		*	*
Welsh speaking		*	*	
Microsoft Office suite	*		*	
Website management		*	*	
Letter writing	*		*	
Knowledge of First Aid/Health & Safety		*	*	
Knowledge of Sales practices	*			*
Proven track record in winning new business	*			*
Customer Service / Sales experience	*		*	*
Skills				
Ability to work on own initiative	*			*
Ability to work as part of a team	*			*
Research and report writing skills	*			*
Presentation skills	*			*
Excellent communication, negotiating & interpersonal skills	*			*
Negotiation and persuasion	*			*
Time management	*			*
Organisational skills	*			*
Networking	*			*
Other requirements				
Full UK Driving Licence	*		*	
Willing to travel around Wales if/when required	*			*
Willing to work evenings and weekends if required	*			*