# **Customer Sales Advisor**

Accountable to: Sales Manager

Location: Wrexham (Flexible/Homeworking Agile platform)

Hours: 35 hours per week (full time).

Salary: Salary £23,842 – £26,820 per annum

**Role Overview:**

We are looking for a motivated and customer-focused Customer Sales Advisor to support the growth of our Workplace Training courses by engaging with new, existing, and lapsed B2B customers.

Working across inbound and outbound calls and email communication, you will be responsible for identifying customer needs, promoting our training solutions, and securing sales opportunities.

Success in this role requires excellent communication skills, a strong understanding of our products, and a passion for delivering outstanding service. Your work will play a vital role in achieving team targets and ensuring a positive customer experience.

**Key duties and responsibilities:**

* Handle inbound calls and email enquiries in a professional and timely manner, ensuring customer needs are identified, understood, and resolved effectively.
* Provide exceptional service to new, existing, and lapsed customers, developing strong relationships and offering tailored training solutions.
* Follow the sales process, using active listening and open questions, ensuring a consistent and positive customer experience.
* Maximise every customer interaction by identifying opportunities to cross-sell and up-sell training courses and related supplies.
* Recommend bespoke training solutions for more complex customer requirements, ensuring alignment with their specific training needs.
* Build and maintain accurate product knowledge to provide up-to-date and relevant information on St John Ambulance Cymru’s course offerings.
* Proactively contact new, existing, and lapsed customers via outbound calls in line with departmental KPIs to promote services and generate bookings.
* Maintain accurate customer records, contact history, and notes using internal systems to ensure a seamless and customer-focused journey.
* Conduct strategic new business prospecting to identify areas for growth.
* Engage with new business prospects through informative sales calls, effectively communicating St John Ambulance Cymru’s unique selling points.
* Follow up with existing customers to nurture relationships and identify future training needs.
* Collaborate with colleagues to achieve individual and team sales targets and contribute to overall departmental success.
* Work towards monthly KPIs, focusing on call productivity, conversion rates, and booking volumes to evaluate performance.
* Confidently and professionally handle objections using strong sales skills and detailed product knowledge.
* Address customer concerns or complaints with empathy and ownership, ensuring positive outcomes and satisfaction.
* Work with the Sales Manager to identify and evaluate tender opportunities, including regular monitoring of procurement portals.
* Stay informed about updates in Health and Safety legislation and relevant codes of practice that may impact training delivery.
* Process customer transactions including invoice generation, credit issuance, and payment processing accurately and efficiently.
* Liaise with the Finance Team as needed to resolve payment or credit-related queries.
* Accurately manage administrative tasks using in-house systems including the CRM, booking platform, and telephony software to ensure consistent and professional service delivery.
* Ensure all data entry and system usage adheres to internal protocols and contributes to effective team performance and reporting.

**General duties**

* Liaising with other departments within SJAC to help identify cross-working opportunities where relevant.
* Adhering to all SJAC standards, policies, and procedures. Including mandatory training requirements.
* Complying with the data protection regulations, ensuring that information remains confidential
* Working in a manner that facilitates inclusion, particularly for those who are deemed vulnerable
* Taking an active role in the overall planning and team meetings and contributing to the continued development of the sales strategy
* Undertaking any other reasonable duties as requested by your line manager

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 Cymru. It is expected that the post holder will be as positive and flexible as possible in this regard.

**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 above) and forms the basis for selection.

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| **Requirements:** | **Essential:** | **Desirable:** | **Method supporting assessment:** |
| Educated to GCSE level (or equivalent) | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form |
| **Experience** | | | | |
| Experience in B2B sales, B2C sales or Customer Service | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Knowledge of sales practises |  | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** | Application form/interview |
| Proven track record of achieving and exceeding performance target | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Experience in preparing and submitting tender applications |  | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** | Application form/interview |
| Proficient in Microsoft Office and Teams | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Experience using CRM systems to manage customer interactions and sales processes |  | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  |
| **Skills, Abilities & Knowledge** | | | |
| Ability to provide exceptional service to new and existing customers | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Demonstrated success in achieving defined sales or performance targets | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Strong initiative and a proactive approach, with the ability to motivate both self and others | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| IT literate, with confidence using relevant software and internal systems | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Effective team player with the ability to collaborate to drive business growth | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Excellent interpersonal skills for building strong relationships with colleagues, clients, and external partners | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Strong organisational skills with the ability to prioritise tasks and manage workload effectively | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Confident and professional communication skills, both written and verbal | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| **Personal Qualities** | | | |
| Dynamic and proactive, with a positive and self-motivated attitude | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Resilient and adaptable, with the ability to perform well and meet deadlines | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Able to quickly establish rapport and maintain a professional presence in all interactions | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Interview |
| Demonstrates alignment with the values and behaviours of St John Ambulance Cymru | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Committed to personal development and continuous learning | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Welsh speaker |  | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** | Application form/interview |