

Drainage Senior Sales/Business Development Executive

Introduction

This is an exciting opportunity for someone to join a growing drainage and civils supplier based in the beautiful Sutton Coldfield countryside and make a real difference to the success of the company. Over the last five years, we have seen a 30% year on year revenue growth to become one of the UK's leading suppliers of drainage and civils products to the agricultural and construction sectors.

As part of a vibrant, fun and dynamic team, you will be responsible for helping to grow the business through outbound sales campaigns as well as managing inbound sales enquiries. This role requires someone who is a strategic thinker and is hungry to grow the business. You will need to be sales driven with strong commercial business acumen. You also need to be forward-thinking and open to embracing innovation to improve on everything we do and make us even more effective.

Overall purpose of this position

To maintain and grow the profitability of the company by generating new business and handling inbound sales to make enough sales, at the right profit margin, to meet or exceed the financial target set.

Objectives & goals

- To generate sales revenue and meet or exceed quarterly targets
 - To maintain a healthy profit margin
 - To achieve 99% customer satisfaction
 - To achieve customer retention
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Main responsibilities

- Research and identify new business opportunities or new ways of reaching existing markets
- Seek out the appropriate contact in an organisation
- Generate leads and cold call prospective customers
- Help to plan sales campaigns and work with the marketing department to implement these
- Handle incoming enquiries from phone calls, emails, web enquiries etc.
- Grow existing customers sales and profit by constantly seeking opportunities
- Create and manage a sales pipeline
- Understand the customer's requirement, listen to and work out what is important to the customer
- Build compelling and attractive proposals in order to persuade the customer that Cotterill Drainage will be his/her best partner now and in future
- Have a good understanding of our products or services and be able to advise others about them

- Systematically follow up the customer using reminder tools in your CRM and calendar
 - Understand objections the customer may have in placing an order, try to overcome this objection in order to convert the sale
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Other associated tasks

- Record all the customer's information and requirements in our state of the art CRM system
 - Prioritise the above tasks in very busy periods so that you are doing the most appropriate task at the moment.
 - Following processes and procedures specific to your role
 - To be aware of and follow all company-wide policies and procedures set out in our handbook and intranet site
 - Building clear and accurate financial reports to show your performance
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KPIs

- Sales Profit Generated
 - Average Profit Margin
 - Average transaction value
 - Customer Satisfaction
 - Number of enquiries handled
 - Average conversion rate
 - Lead generation
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Reports to

Drainage Sales Director

Qualifications required

- At least 5 GCSE's (grade A-C)
 - Full driving licence
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Skills & experience

- Positive “Can Do” attitude
 - Proven and demonstrable sales success in an outbound sales role
 - Construction industry experience preferred
 - Software and computer skills
 - Good written English Language
 - Tenacity and drive to seek new business and meet or exceed targets
 - An excellent telephone manner for making initial contact and for ongoing communication with customers and business associates
 - Interpersonal skills for building and developing relationships with clients
 - The ability to multitask and prioritise your workload
 - Project management and organisational skills
 - The ability to motivate yourself and set your own goals
 - Negotiating skills
 - The ability to think strategically
 - Initiative and the confidence to start things from scratch.
 - Ability to work under pressure in a fast-paced and dynamic environment
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Remuneration

- £22k - £30k per year
- Salary dependent on experience and is commission based