

Job Description: Sales Executive (office- based in Saintfield, Co Down)
Revised January 2009

Principal activities of business:

Organisation and promotion of specialist exhibitions and magazine publisher under the title "Self Build, Extend & Renovate" + "Decorate and Improve Your Home"

Company operational area: All Ireland

Key responsibilities:

Sales

Make outgoing sales calls to potential customers to sell exhibition stands and magazine advertisements.

Use EMS computer database to locate potential customers. In addition use other media e.g. internet/magazines/newspapers as source for potential new customers.

Use knowledge of SelfBuild, each potential customer and the market to plan and prepare for each call to improve the opportunity to sell.

Use e-mail/post to support initial contact with relevant customers.

Provide clients with details, features and benefits of each product (exhibition and magazine).

Use EMS diary, daily plan and calling strategy to maximise contact time with potential customers.

Follow up with all customers to secure orders and complete order processing. Secure signed Order Confirmations.

Liaise with graphic designer, chase ad copy and illustrations from advertisers and their suppliers.

Assist with direct mailing of magazine to architects and planning approvals throughout Ireland.

Assist with general organisation of exhibition planning and execution. This includes selling magazines to show visitors, approaching current exhibitors to re-book further shows and manning the information centre desk dealing with queries and requests from exhibitors and visitors. This will involve relevant travelling and weekends away.

Please note that all telephone calls are recorded for customer analysis and staff sales training purposes.

Database Management

Make detailed notes of all new contacts for addition to EMS computer database.

Record all communications with clients on EMS computer database.

Use database to create accurate Order Confirmations for invoicing purposes.

Contribute to maintenance and updating of client database communicating changes to the database manager who will amend existing records.

Targets and Commission System

Work towards a personal monthly points target, based on the volume of sales achieved within that month.

Achieve a combination of sales in all products and contribute towards the team points.

Actively seek to improve personal sales results by following guidelines set by the sales manager through coaching and training.

Be actively involved in team meetings to discuss and share ideas to improve sales performance.

Attend monthly one to one meetings with sales manager to discuss performance and set goals for following month.

Focus on sales for a particular exhibition/magazine as requested by the sales manager.

Earn commission based on performance against set targets.

Mail and Promotion

Help with preparation of postal, fax and email mailings along with required labelling, franking, posting etc.

General Duties

Assist with the operation and functioning of a small, active office, with associated handling of incoming and outgoing telephone calls, account chasing, preparation and posting of invoices.

Other duties as may be required.

Please note that telephone sales ability is a fundamental requirement of this position.

Company Profile

We are based in a rural environment with a highly motivated team. The atmosphere is professional and hard working but also light hearted and informal. We treat our clients as guests who have come to expect a high level of quality and care in all that we do. We communicate relentlessly. You should adopt, maintain and add to the high standards we set for ourselves and our clients.

Terms and Conditions

Normal office hours 9am until 5pm Monday to Thursday and Friday until 4.00pm.

Lunch break - 30mins.

Morning and afternoon tea break – 15mins.

Occasional weekend working, at Exhibition times, will be required. You may be either paid for this at your normal rate or take time off in lieu as may be agreed.

A probationary period of six months will apply.

There is no occupational pension scheme.

Holiday entitlement is 20 days per annum plus 9 statutory days.

Generous salary of £20k +, with additional commission, will be paid monthly in arrears.