

Senior Sales Executive - AUSME

Position Description



Position Title:	Senior Sales Executive - AUSME		
Reports to:	National Sales Manager SME		
Direct Reports:	None		
Financial Delegations:	None		
Division:	Signet	Dept:	AUSME Sales
Location:	National	Creation Date:	03/06/16

Company Overview

Brief summary of company:

Signet is always the best place to look for packaging, safety and cleaning supplies. As a company we are passionate about providing the best service both internally and externally, and this is a key point of difference for Signet in the marketplace. We are passionate about Operational Excellence and have set ourselves a goal to be the world's best at Direct and Database Marketing. Ultimately we will deliver to our customers an Unmatched Low Cost Customer Service Experience - Always.

Our brand promise is to be - Always in stock. Always on time. Always reliable.

Mission Statement: To be the first place industry looks for their packaging and safety supplies – always.

Group Core Values: Honour; Ownership and Commitment; Change for Strength; Diligence

Position Overview & Organisational Requirements

Position Summary:

The Senior Sales Executive's key objectives are to maintain and grow AUSME sales and gross profit margins within an established territory and customer base through the effective use of Signet's unique sales process and value proposition.

Organisational Requirements:

- All positions within the Winson Group will always support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees should always act in accordance with the company's stated values and behaviours, customs and practices.
- Employees are always required to comply with all relevant legislation, laws, regulations, standards, codes and the Group's policies and procedures.
- Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation, relevant to each state.

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Position Description



Key Responsibilities

- Display behaviours consistent with the stated Winson Values

Sales Growth

- Identify key growth prospects and develop strategies to gain new business.
- Actively pursue leads and prospects, qualifying their sales potential.
- Ensure all new customers are successfully implemented into Signet's sales process and sound business relationships are established and maintained for all key contacts.
- Qualify leads and prospects for their sales and face-to-face visit potential.
- Provide regular formalised and structured feedback to manager on areas of opportunities or creation of efficiencies linked to the position and department.
- Ensure all new customers are successfully onboarded and details are up to date so that they may receive regular communication from Signet.
- Ensure all quotes, sales orders, leads and enquiries are accurately completed and followed up within 24 hours or passed onto the relevant departments.
- Ensure the face-to-face customers utilise Signet's online ordering system where necessary.
- Data Integrity must be kept at a high standard and updated where necessary, including full account of interactions.

Account Management

- Develop account management plans to effectively manage all existing customers to grow sales and profit margins and ensure that these plans, activities and strategies are communicated via CRM.
- Manage accounts within specified territory, ensuring all key customer and sales areas are visited at least once each month, ensuring a high level of customer service is delivered at all times.
- Utilise Signet's unique sales process and value proposition with all existing & new business customers to ensure sales potential is maximised, customers are visited on a regular cycle and implement a territory plan.
- Develop and maintain profitable working relationships with key personnel and ensure a thorough understanding of the business activities for all managed customer's within the defined territory.

Site Activities

- Participate in joint supplier visits where necessary with our key suppliers.
- Ensure product trials are conducted where necessary and all paperwork and pipelines are completed accurately and on time.

Stock Forecasting and E-commerce

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- Ensure all necessary product forecasts have been forwarded to the National Sales Manager SME within specified timeframes.
- Educate and encourage all customers, where viable, to process orders through Signet's website.

Products, Systems and Quality

- Develop and maintain a comprehensive understanding of Signet's product range, including their characteristics, application and industry relevance.
- Ensure all approved specific customer pricing is up to date within the ERP system (Navision).
- Ensure all customer contact information is up to date within the Navision & CRM systems.
- Work towards continuous quality improvement and contribute to the on-going development of Signet's quality processes.
- Ensure the correct Quality CAR procedure is followed and communicated for all product faults and issues. Photos and/or videos to be included where relevant.
- Responsible use of company provided devices i.e. mobile phones, PDA's, laptops, etc in line with company guidelines.

Key Competencies/Experience

Key Competencies

- Significant experience in the application of professional practices aligned to demonstrating, promoting and selling products or services.
- Demonstrated ability in developing action plans to grow sales and profit.
- Ability to work both autonomously and as a member of a high performing team.
- Sound interpersonal, oral and written communication skills, and the ability to negotiate, present and facilitate interaction with a broad range of people, across internal and external environments.
- Well development time management and administration skills, with a demonstrated attention to detail.
- Intermediate skills in utilising the MS Office suite of products including MS Dynamics CRM and Navision.

Experience

- Five or more years' experience within the Packaging Industry.
- Two or more years' sales or account management experience with large/national customers.
- Exposure to MS Dynamics CRM and Navision highly regarded.
- Exposure to Lean systems, or Continuous Improvement methodology highly regarded.

Expectations – Reviewed Quarterly

- Presentations skills; including the effective use of Signet's sales process and maintaining a professional

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appearance at all times.

- Customer focus; including the ability to build long term relationships, understanding customer requirement and delivering on commitments 'in full and on time'.
- Time Management; including an organised call plan, Always on-time for meetings, thorough preparation for meetings and positive contribution to meetings, reliable response times.
- Enthusiasm and Commitment; including willingness to learn and share knowledge, adopt new technologies and practices, proactively seek new opportunities, maintain a positive and professional attitude.
- Team Work; including willingness to work within a team environment, genuine interest in team success, proactively builds internal relationships.
- Ensure the customer is set-up to use the Signet website and can log-in successfully. Demonstrate how easy it is to re-order using the Signet Website, and the 1-page shopping cart checkout.

Key Performance Indicators

- Behaviours are aligned to Winson's stated Values and Behaviours
- Meet or exceed set sales and profit budgets and additional KPI's as determined.
- Minimum number of customer visits conducted per month.
- Maintain opportunity win rates – and ensure 100% documentation of all opportunities within the CRM system.
- Use of the Signet's unique sales process to add value to the customer base.
- Update all relevant customer contact information within Navision.
- Ensure all CAR forms are completed for all customer product faults, poor performance and associated issues.

Qualifications

- Tertiary or vocational qualifications in business, commerce, marketing or a related discipline.
- Completion of a recognised professional Sales Course.

Mandatory Criteria

- Current Australian Driver's license.

Specific Requirements of the Position

- Ability to attend a minimum of one national conference each year.
- Ability to work outside normal trading hours, if required.
- Ability to attend weekly and monthly meetings with the National Sales Manager SME.

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Senior Sales Executive - AUSME

Position Description



➤ Ability to travel interstate, if required.

Key Stakeholders

Internal

- Head of Sales - AUSME
- National Sales Manager SME
- Sales Executives - AUSME
- Customer Experience and Operations Manager
- Manufacturing Managers and Employees

External

- Customers
- Suppliers
- Industry Alliances
- Product suppliers

Authorisation

Please sign to confirm that this Position Description has been discussed by both parties.

Employee Name & Signature	_____	Date	_____
Manager Name & Signature	_____	Date	_____

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