

Sales Coordinator - AUSME

Position Description



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|------------------------|---------------------------|-------|-------------|
| Position Title: | Sales Coordinator - AUSME | | |
| Reports to: | Head of Sales - AUSME | | |
| Direct Reports: | Nil | | |
| Financial Delegations: | Nil | | |
| Division: | Signet | Dept: | AUSME Sales |
| Location: | QLD | Date: | 07/08/2019 |

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

Position Overview & Organisational Requirements

Position Summary:

The Sales Coordinator role is a valuable introduction to sales and new business development. The Sales Coordinator is expected to work as part of the AUSME sales team to gain important sales experience and on-the-job skills to advance their career in external sales.

The Sales Coordinator will have access to real opportunities for progression; and is responsible for the following activities:

- 1) Maintaining and developing profitable, revenue generating relationships with an allocated list of AUSME customers. This will require face-to-face visits. The main objective being retention, and growth of sales.
- 2) Develop product and sales related skills – with input and mentoring from AUSME sales managers.
- 3) Undertake sales phone calls to AUSME segmented customers to identify new business development opportunities.

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Organisational Requirements:

- All positions within the Winson Group will support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees are required to act in accordance with the company's stated values and behaviours, customs and practices.
- Employees are 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.
- Display behaviours consistent with the stated Winson Values

Key Responsibilities

Sales Coordination

- Interact with assigned customers and provide face-to-face and over-the-phone proactive communication to ensure accounts have a relationship with the Signet business.
- Maintain and grow customer spend and purchasing frequencies.
- Identify new and potentially profitable product categories and develop business within these areas.
- Identify customers' on-going service and product needs and promote Signet's capabilities in satisfying these.
- Continually review and coordinate the improvement of service delivery to ensure a superior customer experience.
- Create barriers to entry for competitors by utilising the Your Savers Guide alongside monthly sales, marketing, and customer experience strategies.
- Utilise the existing Customer Experience infrastructure to direct customers back to the 13 7446 number or Signet website to place orders, resolve queries, improve service delivery, or monitor ETA requirements.
- Provide the Head of Sales – AUSME, Senior Outbound Sales Coordinator – AUSME, and appropriate Marketing team members with updates on important customer queries, opportunities, or feedback.

Account Coordination

- Coordinate with the Senior Outbound Sales Coordinator – AUSME using sales reports and the lead & opportunities pipeline to target accounts within the AUSME database.
- Maintain an on-going phone contact and face-to-face visit plan to ensure that accounts have a

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relationship with the Signet business.

- Use available tools and content such as case studies, offers and industry expertise to add value to the customer relationship, the objective being account reactivation, retention and growth.

Product Knowledge and Systems Documentation

- Proactively build on product knowledge, systems knowledge, and skills knowledge – including completing some on-the-road training with the Face-to-Face team and mentoring objectives with relevant AUSME sales managers.
- Utilise the existing CRM and Navision infrastructure to document and maintain each interaction with customers including details of inquiries, complaints and comments, as well as actions taken.
- Maintain data integrity through regular database updates, including contact names/emails/postal addresses through utilisation of the CRM function.

Graduate Program (if applicable)

- Complete all Graduate Program tasks, KPIs and competency checklists.
- Attend bi-annual conferences and networking series events.

Key Competencies/Experience

Key Competencies

- A thorough understanding of customer service and basic business principles and experience in providing a high standard of customer service
- Demonstrated time management and administration skills, with a high attention to detail
- Intermediate MS Office skills
- Proven ability to work autonomously and as a high performing team member
- Sound interpersonal, oral and written communication skills, with the ability to interact with a broad range of people

Experience

- Minimum of 1 to 2 years' experience in customer service or retail sales environment

Key Performance Indicators

- Behaviours are aligned to Winson's stated Values and Behaviours
- Achievement of sales objectives including targets related to sales acquisition, growth, retention and reactivation.
- FOTP phone calls completed

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- Visits Completed
- Leads and Opportunities raised
- 100% documentation on CRM suite.

Qualifications

- University undergraduate degree in Business or related discipline highly regarded, though not mandatory

Mandatory Criteria

- Australian resident
- Current Australian driver's license

Specific Requirements of the Position

- Ability to work extra hours outside roster times, if required.
- Flexibility to change rosters to cover potential staff changes.

Key Stakeholders

Internal

- Head of Sales - AUSME
- Senior Outbound Sales Coordinator – AUSME
- Customer Experience & Operations Manager
- National Sales Manager – SME, North QLD Manager, and WA Manager
- Sales Executives – AUSME
- Customer Experience Coordinators
- Procurement Team
- Marketing Team Members

External

- Customers
- Suppliers
- Transport companies
- Vendors

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