

Sales Executive Position Description



Position Title:	Sales Executive		
Reports to:	Regional Sales Manager		
Direct Reports:	None		
Financial Delegations:	None		
Division:	SIGNET	Dept:	AUSME Sales
Location:	Western Australia	Creation Date:	06/09/17

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 key objectives of the Sales Executive is to: grow sales and gross profit margins through the acquisition of new business; and the maintenance and growth of existing business channels.

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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Key Responsibilities

- Display behaviours consistent with the stated Winson Values

Business Development & Sales Growth

- Using proven sales processes, actively pursue leads and prospects, qualifying their sales potential.
- Drive the successful close of sales opportunities to meet or exceed budgets.
- Maintain profitability targets; and increase share-of-wallet purchasing within accounts.
- Maintain strong relationships and repeat call processes to retain accounts, and identify new growth opportunities.
- Collaboratively work with peers to contact prospective customers in line with the sales plans and strategies.
- Encourage collaboration with other teams.

Account Retention

- Effectively manage and retain all existing customers to grow sales and profit margins.
- Maintain a regular visit schedule in line with KPIs.
- Develop and maintain close working relationships with key customer personnel to ensure a thorough understanding of their business and their unique needs.

Joint Activities

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

Systems and Quality

- Utilise the CRM system for managing all day to day activities, interactions, appointment setting, phone calls, quotes and any activity with clients under your responsibility.
- 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 and appropriately managed in line with company policy.
- Educate your customer base on Signet's e-commerce, web and B2B functions to assist them with ordering.
- Work towards continuous quality improvement and contribute to the on-going development of

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SIGNET's quality processes.

- Ensure the correct Quality CAR procedures are followed and communicated for all product faults and issues.

Stock Forecasting

- Communicate all new client product forecasts with your manager to be included in national forecasts.

Key Competencies/Experience

Key Competencies

- Proven experience in new business development; and account maintenance and growth.
- Demonstrated ability in developing action plans for sales and profit growth.
- Ability to work and communicate with a broad range of people, both internally and externally.
- Strong skills in communication, administration and time management.
- Intermediate skills in utilising the MS Office suite of products, including CRM systems.
- Proven ability to work autonomously in a remote location.
- Experience in formal customer sales processes.

Experience

- Five or more years experience within the Packaging Industry.
- Five or more years sales or business development experience.

Key Performance Indicators

- Behaviours are aligned to Winson's stated Values and Behaviours.
- Meet or exceed set AUSME business growth and retention budgets.
- Meet or exceed set AUSME gross profit targets.
- Maintain a regular visit and opportunity development schedule and KPIs.
- Recording of all activities, opportunities and business processes in the organisations CRM system.

Qualifications

- Tertiary qualifications in business, commerce, marketing or a related discipline.

Mandatory Criteria

- Current Australian Driver's license.

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Specific Requirements of the Position

- Attend a minimum of one conference per year.
- Ability to work outside normal trading hours if required.
- Ability to attend weekly and monthly meetings with internal stakeholders, remotely and interstate.
- Ability to travel interstate, if required.

Key Stakeholders

Internal

- Head of Sales (AUSME)
- General Manager Sales & Marketing (AUSME)
- Sales Executives
- Procurement Team
- Manufacturing Team
- Logistics and Operations Teams
- Marketing Teams

External

- Customers
- Suppliers
- Manufacturing

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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