

## LOCAL SALES REPRESENTATIVE

- Job title:** Local Sales Representative (LSR)
- Function:** The Local Sales Representative role is an external role that involves face to face selling as well as virtual selling (phone calls). The local sales representative is dedicated to selling face to face to the local area which encompasses Dorset, Hampshire and Wiltshire.
- Lines of Communication:**
- Upwards – Head of Sales Shared Services
  - Laterally – Business Development Managers and Customer Services Team Leader
  - Downwards – Customer Experience Associates
- Responsibilities:**
- To – Head of Sales Shared Services
- Hours of work:**
- 45 hours per week and overtime as and when required in order to fulfil the role.

### Duties

### Role Responsibilities

The Local Sales Representative role is responsible for;

- Face to face and virtual meetings/phone calls.
- Business development and growth of market share within the local area.
- Strategic account management to ensure smooth and profitable operation of their accounts.
- Profitability growth and successfully delivery change management where required to ensure full integration between Tower and the customer.

### The Skills

The required skills of a Local Sales Representative are (it is assumed that the candidate is fit to work and has a full UK driving licence that is valid);

- Excellent presentation skills with a good understanding of technology.
- High level of IT skills.
- Negotiation and persuasion skills to ensure win/win situations are achieved every time.
- Good product knowledge across all of Tower's product range.
- Commercial intelligence. A fluent understanding of financial acumen in relation to profitability and operational costing.

**The Personal Characteristics**

- A positive, can-do attitude that lifts others around them. The charisma and ability to make others smile.
- Proactive mindset. Always seeking to be one step ahead of the competition and predicting customer’s needs to ensure they and the business is prepared.
- Organised and calculated ensuring that we start with the end in mind. An early starter.
- Visually smart and professional. Holds themselves well and visually disciplined.
- Goal driven, thrives of successful outcomes and gives it their all, no matter what.

**KPIs**

- Carry out a minimum of 15 meetings per day
- Achieve 7 meaningful sales interactions (a MSI is a conversation or meeting held in person or over video or phone that results in an action or decision that drives an opportunity forward to the next step) per day (made up of a minimum of 3 new customers)
- Weighted pipeline value to be that of the next month’s sales target
- Total pipeline value to be at least the full year’s sales target
- Achieve a minimum of 20% revenue growth every Financial Year

**ROLE PROFILE**

<b>Key responsibilities and approximate time split:</b>	
<i>The key responsibilities for the role are included here and grouped under the following three headings to give a feel for the emphasis and percentage split of the job</i>	
<ul style="list-style-type: none"> <li>• Sales.</li> </ul>	80%
<ul style="list-style-type: none"> <li>• Customer service.</li> </ul>	10%
<ul style="list-style-type: none"> <li>• General management.</li> </ul>	10%

**Personal Attributes:**

**Business Focus**

<b>Business Awareness</b>	To understand how Tower and all of its brands/solutions can differentiate the company to Customers.
<b>Business Development</b>	Be able to prioritise the business development by evaluating criteria such as: money, authority, need (goal stated by customer), timeframe or size.
<b>Team Results</b>	Ensure that Sales support function understand your goal with specific customers so they can help to fulfil revenue targets.

### People Focus

<b>Communication– Verbal/ Written</b>	<p>Conveys accurate information effectively, using appropriate methods to ensure speed of completing right first time.</p> <p>Be able to build rapport, present and overcome objectives with customers.</p> <p>To download actions to Customer Services Team Leader.</p>
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### Personal Focus

<b>Personal organisation</b>	<p>Be organised to achieve new business opportunities, replenish them when closed and to demonstrate working in an organised manner.</p>
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### Change Focus

<b>Adaptability</b>	<p>To be able to secure opportunities irrespective of industry, company size, territory or service/product offered by Tower.</p> <p>To identify the customer's pain and promote the gain with Tower.</p>
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### Analytical Focus

<b>Forward Planning</b>	<p>Anticipates the possible demands and outcomes of a particular task or situation – plans and prioritises appropriately. To proactive manage customers through account plans and agreed actions from meetings.</p>
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### Quality Focus

<b>Initiative</b>	<p>Takes appropriate action before being asked and actively finds solutions to problems. Any queries escalated to the Divisional Managing Director should be presented with a proposed solution.</p>
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**The Skills required for this role:**

■ Manpower	Provide the confidence to colleagues that tasks will be completed on time in full and right first time.
■ Methods	Follow structure and process to achieve goals. Use systems and experience to maximise efficiency.
■ Materials	To make the best use of leads provided, CRM, outstanding opportunities and feedback from Customer Service.
■ Money	Support the strategic KPI of new business and the Sales target.
■ Minutes	Accuracy, application of logic and prioritisation of tasks: daily, weekly monthly, periodically as directed.
■ Machinery	Work in accordance with Tower's policies whilst helping to shape and improvement them in anticipation of business development.

Last updated: May 2024