

Technical Sales Engineer – Job Description

Function: Platform Lift Sales

Reports to: Platform Lift Direct Sales Manager

Purpose

To promote and sell Stannah's Platform lift range within a given sales area and to deliver, as a minimum, and exceed where possible, agreed annual sales targets and initiatives to support the division's growth objectives. To develop the professional skills to ensure we maximise on opportunities in the market and provide best advice to Stannah customers.

Key Responsibilities

1. To achieve annual targeted sales, average selling prices and conversion ratios necessary to grow the business and achieve profitability.
2. To regularly monitor and report on progress, identifying and acting upon issues and concerns that arise.
3. To gain a thorough understanding of the products sold by the Company and develop an understanding of competitor products and pricing policies in order to sell Stannah products when in a competitive situation.
4. To develop a thorough understanding of the allocated sales area and determine which postcode areas represent the most likely opportunities for increased and sustained sales. Formulate and exercise strategies for optimising on these.
5. To fully understand the sales process as appropriate to the commercial market (especially within the construction industry) and to develop optimum sales ability through active participation in regular meetings and training sessions.
6. To develop the ability to assess the needs of the client through good questioning techniques, consultative selling and to use the assessment to sell lifts that are safe, fit for purpose, compliant with appropriate regulations and suited to the client's needs.
7. To provide quotations that are accurate based on the information we have been provided or can ascertain, and that include covering emails/project specific notes that clearly outline what options have been quoted and why, any H&S or compliance issues that the customer needs to be aware of and any recommendations that we should convey as part of our commitment to always giving best advice.
8. To follow up sales leads and quotes promptly and with vigour in order to gain advantage over the competition, whilst ensuring that Ofbiz is used in accordance with usage policies and as the only means to record lead activity, quote follow-ups, sales forecasts, negotiation status and next actions.
9. To ensure quotes reflect agreements reached and that final order reflects the specification and price agreed.

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10. To work with the Management Team to develop ideas for improving sales via product development and sales ideas.
11. To actively seek competitor reconnaissance and gain up-to-date intelligence of movements in the marketplace, pricing strategies and to communicate findings to Sales Management to proactively leverage our offering.
12. To identify, visit and build relationships with prospects and repeat customers and perform company and product presentations to existing and prospective customers where required.
13. To carry out site visits where required, in order to better assess a customer's requirements and give best advice, as well as attending pre-order meetings with customers where required.
14. To complete detailed and accurate 'As Sold' packages following receipt of customer orders that fully detail the customers' requirements and agreed pricing to the Operations and Contracts departments within the Company.
15. To actively build solid relationships of trust and respect inside and outside the organisation enabling the principles of the Stannah Customer Promise to ring true.
16. To provide cover for vacant sales areas where required and become involved in occasional project work as requested by or agreed with Sales Management, being prepared, if necessary, to stay away from home as required.
17. To participate in regular area review meetings with Sales Management and team sales meetings as requested and to come prepared with details of what has been going well, what you could have done better and with ideas for how you can improve your performance as well as identifying training requirements as appropriate.
18. To constructively support Sales Management in the implementation of procedures and work methods and to bring to their attention, any issues which may affect the Company's performance, morale or reputation.
19. To ensure that all regular reports are completed accurately and are returned in a timely manner. Any other requests for information that may arise must be actioned accurately and within agreed timescales.
20. To provide cover for the Estimating Department with the processing of tenders and technical sales calls and leads follow ups where required (e.g. during periods of leave).
21. Be fully aware of and comply with the Company's Health and Safety Policy and to promote all relevant safety policies and procedures across all our activities.
22. To keep your vehicle in a presentable condition at all times and maintained to the standard set out in the Company Rule Book.

This list is not exhaustive and the jobholder will be expected to undertake any duties within their capacity to meet the needs of the business and/or the Sales function.

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Skills and Experience

- You are able to demonstrate a deep understanding of the platform lift market in which we operate, including the main market sectors, characteristics, product types, current trends, competitors, etc.
- You have the ability to plan, prioritise and organise your workload.
- You are able to identify and convert prospects into customers who are champions of our organisation. You create an environment with customers to maintain a positive, long-term relationship and leverage positive experiences to foster customer loyalty.
- You understand the laws, regulations and standards that apply to how we work and the products we supply, including those related to Health and Safety and Product Safety. (Part M of the Building Regulations, EN81-40, EN81-41 and BS6440).
- You exercise all aspects of the Stannah Customer Promise with your team and others, using it to drive improvements in the business to increase customer satisfaction.
- You have a commercial awareness especially within the construction industry.
- You have the ability to conduct a technical evaluation of a platform lift specification.
- You have a good level of IT skills within Word, Excel and Outlook.

Personal Attributes and Behaviours

- You have excellent communication skills with the ability to interact at all levels--- inside and outside the organisation.
- You are open, honest, positive and realistic in all your dealings with customers, whilst remaining polite, courteous and professional and treating them all with care and respect.
- You are committed to providing a high quality customer service and experience by keeping customers informed, regardless of whether it is good news or bad, and ensuring that no query is left unanswered.
- You are calm and effective under pressure with the ability to function effectively in an environment of ambiguity, uncertainty and change.
- You are committed to actively improving your own skills, knowledge, business awareness and performance through ongoing personal development. You invest time and energy in self-development and growth, especially through training and education.
- You are open minded to new ideas and demonstrate flexibility when faced with changes in work expectations and environment.
- You have the ability to see tasks through to a conclusion and to meet deadlines.
- You are proactive and collaborative in approach and able to work both independently and as part of a team, being willing to share ideas and best practices.
- You are tenacious in your desire to succeed and do not take things for granted or give up easily.
- You are receptive to feedback from customers and able to use it to improve your own performance as well as that of the company.

Managerial and Supervisory Responsibility

- Not applicable

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Relationships

Internal

The Technical Sales Engineer will be expected to maintain close and effective personal working relationships at all levels of the organisation, networking with key individuals or groups to accomplish our goals. You are also required to develop strong working relationships with others in the Group that you interact with.

External

You will develop strong working relationships with key customers by regular contact and meetings.

Education and Qualifications

- Relevant professional or technical qualification or related experience.