

Post title: Sales Consultant

Ref no:

Division: Stannah Lift Services Limited

Branch: Direct Sales

Reporting to: Regional Sales Manager

Date: May 2025

Purpose:

The role is to professionally represent Stannah whilst visiting homes throughout the UK. Meeting sales targets will be essential whilst providing safe solutions, maintaining high standards of customer care and observing all requirements of Stannah policies and Survey Manual.

Responsibilities:

- To achieve forecast sales, discount, ASP, visit to order ratios and other targets that may be set from time to time by the Sales Management for new and second hand lifts.
- To be prepared to respond at short notice to our customer requests for appointments (including evenings, weekends & bank holidays) and to work in conjunction with the Telecentre to maintain efficient and friendly Customer Service.
- To fully understand the sales process appropriate to the market and to develop optimum sales ability through active participation in regular meetings and training sessions.
- To gain a thorough understanding of the products sold by the Company and to develop an understanding of competitor products and pricing policies in order to sell Stannah products when in a competitive situation.
- To be aware of competitor activities including products, marketing and organisational structure and to communicate this activity to the Sales Management.
- To keep up to date with competitor products and sales process and understand how to counteract any new developments.
- To develop the ability to assess the needs of the client through good questioning techniques and to use the assessment to safely sell stairlifts suited to the client's needs.
- To survey locations without error, giving the best possible advice.
- To provide our design teams with necessary data to produce the best fitting products, adhering to the procedures set out in the company survey manual.
- To maintain at all times the highest standards of professionalism honesty, integrity and safety in keeping with the Company's position as market leader.

Housekeeping:

- To use and develop IT skills required to facilitate the interaction of field based computer systems and Mobile Communications.

- To ensure that all regular reports, e.g. Quotation and Order submissions 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.
- To keep your vehicle in a presentable condition at all times and maintained to the standard set out in the Company Rule Book.

Communication and Teamwork:

- To develop good and effective working relationships within the Company.
- To work with the Management Team towards increased sales of Stannah products and services
- To provide cover for vacant territories and be prepared, if necessary, to stay away from home as required
- To become involved in occasional project work as requested by or agreed with the Sales Management
- To participate in meetings on a regional basis as requested and to assist with development and training issues as appropriate.
- To constructively support the 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.

Safety:

- Be fully aware of and comply with the Company's Health and Safety Policy.
- To be fully aware of Health and Safety requirements and to implement Health and Safety Processes when carrying out company business.

Qualifications:

- Proven track record in direct sales will be essential
- A driving licence will always be a requirement
- A DBS check will be required

Package:

- Although the role is salaried, a successful Sales Consultant will find true reward in the generous commission and incentive package
- 25 days annual leave
- Lieu time for Bank Holidays worked

General:

The role requires a level of flexibility and availability to meet the needs of our customers and their families. This may well include evenings, weekends and Bank Holidays

NB. This is not intended to be a full definition of responsibilities and staff will be expected to assist in such other responsibilities as may be allocated.