

<b>Post title:</b>	Sales Consultant	<b>Ref no:</b>	
<b>Division:</b>	Stannah Lift Services Limited	<b>Branch:</b>	Consumer Sales
<b>Reporting to:</b>	Regional Sales Manager	<b>Date:</b>	December 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, average selling price, visit/quote to order ratios and other targets that may be set from time to time by the sales management for new and second hand stairlifts and homelifts.
- To be prepared to respond at short notice to our customer requests for appointments and to work in conjunction with the office 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 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 and homelifts suited to the client's needs.
- To survey locations (both digitally and manually as required) accurately, 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.
- To be fully compliant with GDPR and other legal requirements.

## Operational standards:

- To be proficient with technology required for the role.

- 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 sales management.
- To participate in meetings 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.
- Maintain full awareness of health and safety requirements and apply all relevant processes when conducting company business.

## **Qualifications:**

- A background in sales will be essential.
- A driving licence will always be a requirement.
- A DBS check will be required.

## **Package:**

- £26,780 base salary
- Uncapped commission, on target earnings approximately £70,000.
- 33 days annual leave

## **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.