



Area Sales Executive

Job spec and Candidate Profile

THE COMPANY

Overview

An independent, owner managed printing company which supplies high quality, cost effective print services to the corporate sector and with a head office/print works in Camberley, Surrey and two high street premises in Surrey and SW London.

We have invested in the most advanced computer-to-plate and lithographic print technology. Capability now includes all formats both litho and digital, short run or large.

Recent work for the corporate sector has included:

- Brand identity and design
- Company folders, documents and manuals
- Promotional literature, brochures & leaflets
- Exhibition stands, banners & signage
- Business stationery

With a loyal client base, We have an established reputation based on their total commitment to excellence and customer service, and owing to rapid expansion, they are now seeking an additional member to their sales team to open new, high end corporate accounts



THE JOB

Overview

1. Job title –Sales Represent (permanent contract).
2. Department – Sales.

The role will focus on selling business-to-business B2-format litho and other forms of print to the corporate sector.

3. Salary range / commission package & benefits

Basic salary – To be negotiated depending on experience, plus commission @ percentage on all net sales (ie less paper and plates costs). An additional bonus will be paid for monthly target achievement.

Holidays – 20 days/annum in addition to statutory Bank Holidays.

4. Hours

Monday-Friday 9.00am – 5.30pm.

5. Core job description

- Successful candidates will be expected to make a minimum of 10 'effective*' face-to-face presentations per working week, resulting in a minimum of 5 submitted job quotes per week.

(*'Effective' meaning contact with the named decision-maker, not a colleague or assistant.)

6. Aims of position

To maximise sales for the company by presenting its service persuasively so that decision makers will agree to buy print solutions. It is expected that new business will come from advertising agencies, blue-chip companies and marketing consultancies.

7. Specific responsibilities

The successful candidate will have responsibility for selling the company's print services by introducing and establishing new relationships and opening new accounts.

He or she will be responsible for identifying the prospect's print requirements through good question technique.

8. Career prospects

For those who are able to demonstrate sales success and commitment, career prospects are excellent with this dynamic and rapidly expanding company.

Reporting Lines

Who the job reports to – the MD at Head Office in Camberley, Surrey.

THE IDEAL CANDIDATE



Qualifications & experience

1. Specific education / course background

Education to A level or higher would be preferred however this is not essential. It is expected that the successful candidate will have at least 5 good GCSE's.

2. Level of experience

Candidates must:

- i. Have a proven track record of B2-format litho and digital print sales (essential);
- ii. Be computer literate with experience of Microsoft Office and CRM software.

3. Prior job of similar description?

Yes. It is vital that the successful candidate has had previous experience of selling B2-format litho and digital print to the corporate sector.

Skills & abilities

Candidates must be:

- i. Experienced and fully comfortable at cold calling both face to face and on the telephone with the ability to present a service professionally and enthusiastically;
- ii. Articulate;
- iii. Have a pleasant and appealing manner and voice;
- iv. Credible sounding (prospects are high-level business people);
- v. Good at sales closing; not afraid to pick up the phone and make appointments; enthusiastic about selling; tenacious and single minded about managing the sales process;
- vi. Self disciplined and a good time-manager.

Character & personal qualities

Candidates must be able to demonstrate a bright and enthusiastic personality with the drive and ambition to succeed as a sales person. We are looking for a candidate with a passion for sales and talking to people; someone who is unafraid of cold calling and asking for the order. He or she should be eager to develop and grow their territory of prospects, and have the desire to convert them into paying customers.

He or she is probably someone who is money and success motivated.