

Job Description

Job title: Sales Executive

Location: Werrington, Peterborough

Hours: Full-time, Monday to Friday 9am to 5pm

Salary: Competitive salary based on experience + commission

Job purpose and main duties:

- To increase the sales turnover across all our current (and future) products and services including; exhibition stands, custom displays, office branding, printing, furniture hire, exhibition equipment storage, exhibition transportation and installation, event branding and portable displays.
- To make outbound sales using (but not limited to) existing client database, online exhibitor lists, online directory information, any lead generation software the company may use and any purchased marketing lists.
- To generate sales leads.
- To update the system with client information for future marketing campaigns.
- To sell our products by making proactive outbound telephone calls and emails, and where relevant, face to face opportunities.
- Developing a relationship with existing customers who may purchase relevant products or services from other suppliers.
- Following up on sales leads.
- Selling our products through developing relationships with new customers.
- Managing client's expectations through the sales process.
- Keeping up to date with new products and communicating them to customers.
- To work with Marketing to identify email marketing and online promotional opportunities.
- To work with team members to ensure we target the most lucrative sales opportunities for example, exhibitions where we already have a customer attending.

- To communicate effectively with colleagues and customers.
- To communicate effectively with the Team to ensure the sales process runs smoothly.
- Be willing to learn new software / equipment and attend training as and when required for the business.
- To use our software to place and manage orders.
- To take payment for orders.
- To maintain a clean, tidy and safe working area.
- To effectively manage your own time, priorities and workload.
- To conduct yourself and carry out any work for the business in line with GH Display policies and procedures.
- To complete any other tasks that are deemed as reasonable.

Date job description created: June 2017