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| **Job Description / Specification** | |
| **Job Title:** | Project Sales Engineer (South West) |
| **Reporting To** | |
| **Job Title:** | Regional Sales Manager |
| **Location** | |
| **Department:** | Regionally based |
| **Organisation Struture** | |
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| **Purpose of the Position** | |
| To achieve the maximum amount of profitable sales through the achievement of order intake and sales targets, motivating customer commitment, adherence to agreed KPI’s, building valuable relationships with customers and by making new and existing customers aware of the company’s product portfolio.  To achieve the agreed target through the support of Architects, Consultants, End Users and Contractors, that **Whitecroft Lighting** products are specified and installed in Specification lead projects and to maximise the market penetration within the designated client base to achieve a year-on-year growth in market share, whilst striving to maintain and grow current margin expectations. | |

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| **Key Responsibilities** | |
| 1 | Implement sales and marketing activities to grow the revenue and profitability within key M & E contractors & consultants. |
| 2 | Manage lighting projects from conception / specification, through to completion so as to ensure maximum benefits to the company with minimum disruption. |
| 3 | Work within and support frameworks and utilise and follow up supply chain information. |
| 4 | Proactively plan and manage appointments to existing and potential new clients. |
| 5 | Proactively respond to any sales / order enquiries. |
| 6 | Manage and develop relationships with existing and new customers through planned individual account support. |
| 7 | Work in collaboration with internal teams – Customer Service, Commercial, Marketing and Technical. |
| 8 | Develop and seek new business opportunities. |
| 9 | Demonstrate sample products and launch new products and present the associated marketing collateral. |
| 10 | Prepare accurate reports detailing the sales activity, opportunities and market conditions. |
| 11 | Regularly maintain accurate records on the dedicated company CRM system |
| 12 | Maintain product and controls knowledge through attendance at internal product training sessions. |
| 13 | Support and work as a team with field-based colleagues |

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| **Specific Skill Requirements** | | |
|  | **Essential** | **Desirable** |
| **Education / Technical Skills** | * Proven track record of achieving and exceeding targets gained predominantly within the M & E sector * Experience of growing and develop new accounts. * Working knowledge of the UK lighting industry * Relux proficient (Basic level) * Ability to build full knowledge of target markets to accurately forecast sales predictions. * Experience of working with customers in a face to face environment * IT literate * Driving License. | * Proven track record of achieving & exceeding targets within the lighting sector * Extensive customer contacts within the M&E sector in Cambs / Suffolk * Ability to read / import into Relux CAD drawings * Relux proficient (intermediate level) * Experience of working with senior contacts (Directors) within key M&E clients |
| **Behaviour** | * Effective communication skills both written and verbal. * Demonstrate ability to work in an organised manner that enables achievement of projects within a required timescale. * Is self-motivated and results driven with the ability to work in collaboration with other functions. * Delivers a high quality standard of work that ensures it meets the needs of the customer. * Demonstrates strong negotiation skills. * Demonstrates ability to be customer focused. * Demonstrates a high level of resilience with the ability to stay focused and calm when under pressure. |  |

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| **Document Management** | | |
| **Written By:** | Tony Male | **Date:** September 2021 |