

JOB DESCRIPTION

Job Title	Sales Advisor
Location	Southern Sales Centre
Reporting to	Sales Centre Manager

Overall Responsibility

To achieve sales targets through customer telephone contact and utilising available company resources.

Specific Duties

Ensure own book of customers receive the appropriate contact meeting agreed customer service levels.

Provide a punctual outbound service and process all inbound calls within agreed timescales.

Achieve the target by increasing the number of trading customers, selling new lines to existing customers and undertaking other phone activity as requested by the Sales Centre management.

Provide guidance to customers on a range of products and services and maintain good trading relations and establish customer trust and confidence.

Achieve performance indicators set relating to call frequency, accuracy, sales value and customer numbers.

Act as cover for other Advisors taking responsibility for customers or a book of customers as required.

Identify the reasons why new customers are trading and relay results to the Sales Centre Supervisor.

Identify the reasons for lapsed customers & implement agreed action plan to recover.

Keep the Sales Centre Supervisor updated with any trends, opportunities and threats and propose action.

Utilise the Business Builder and other promotions/incentives personally to develop customers.

Maintain regular contact with Regional Sales Managers to ensure you are working to collective goals.

Attend meetings on a minimum quarterly basis with appropriate Field Sales to agree and action a plan to improve sales and provide evidence of the plan and results to the Sales Centre Supervisor.

Maintain regular contact with Operations Managers to ensure the optimum service levels are delivered.

Utilise available technology to enhance performance and service levels.

Operate an effective and transparent administration system to support the Sales operation.

Maintain an up to date file of reports and customer notes to plan and report on customer sales and results.

Ensure that the company crash plan is adhered to.

Any other general duties required within the grading of the position.