

JOB DESCRIPTION

Branch: LW Milton Keynes

Department: Sales

Job Title: Technical Sales Representative

Reporting to: Branch Manager

Responsible For: Sales

MAIN PURPOSE OF JOB

To identify, develop and close profitable sales opportunities for the company, through developing excellent external customer relationships and provision of technical support.

KEY TASKS AND DUTIES

- 1) Target key architects and develop strong relationships to develop specifications of architectural ironmongery, doorsets, balustrades and security products.
- 2) Identify through effective communication with customers details of specific projects: budget, timescales, product requirements, alternatives, competition.
- 3) Identify and follow up with key decision makers on projects and develop strong relationships to influence decisions.
- 4) Gain information of competitor quotes to compare and identify key differences and or value engineer more price effective solutions
- 5) Deliver CPD's to architects as a way of promoting the services and skills of Lloyd Worrall.
- 6) Identify where wider group, regional or national opportunities may occur and liaise with line manager about how these may be progressed.
- 7) Use relevant internal IT and processes (CRM) to help prioritise work load and remain fully updated at all times.
- 8) Be accountable for the conversion of enquiries in to sales orders at appropriate margins. Liaise with estimators and provide any information required to maximise conversion rates.
- 9) Pre-qualify all enquiries and provide key information to the estimating team to aid with quote preparation.
- 10) Ensure live projects are tracked in real time to ensure they are secured.
- 11) Be prepared to support other areas of the business as required.