

MP6 – SALES ENGINEER JOB DESCRIPTION

Reporting to:	Commercial Director
Directly reporting to job holder:	-
Involved in these core processes:	MP3 Marketing and Sales
Location:	Crawley
Hours of work:	As per your contract of employment

Purpose/Objective

To attract and retain customers by identifying and meeting their needs profitably, converting marketing leads into sustainable, profitable sales.

Scope

The process begins with identifying potential clients and ends with the receipt of either a purchase order or the issuance of a lost sale report.

Responsibilities

Sales Engineer is responsible for the Sales element within the Marketing and Sales process.

Main Job Specific Duties

- Assist with the process of market research including competitor activity and the identification of product / service requirements.
- Generate own sales leads and use leads supplied by specialist organisations.
- Converse on a professional level with key specifiers/architects, main contractors, distributors, agents, and end users alike.
- Assist with the writing and then deliver relevant presentations such as CPD's.
- Identify potential clients through prospecting and approach in a targeted manner.
- Capture enquiries from potential or existing customers with new needs.
- Arrange and attend meetings, usually at the client's premises.
- Host tours at the factory.
- During the sales process, identify the client's requirements and record accurately. Seek advice from others when a client request is outside of the normal scope of our product / service offering.
- Issue quotations to clients in a timely manner.
- Carry out site surveys and recommend solutions.
- Proactively chase quotations but being mindful of not being overbearing.
- Close sales with clients.
- Record all customer feedback.
- Discuss any issues from the field which are barriers to sales, such as pricing, specification etc.
- Attend exhibitions, seminars etc.
- Always converse on a professional level and communicate in an appropriate medium.
- Issue a monthly forecast of expected sales.
- The majority of the business will be carried out in the UK.

General Duties

- Ensure the compliance of company procedures, such as Health and Safety; Environmental; Quality and Legal Compliance for all areas under your direct control.
- Housekeeping of all elements including premises, people, equipment and vehicles to the highest possible standard in order to portray a professional image.
- Display a proactive, can-do attitude within the organisation, with a culture of right first time and ownership of problems.
- Recommend resources and training, to ensure that the organisation can meet future demands from its customers.
- Clearly and concisely communicate with other stakeholder(s) in an appropriate medium and timely manner.
- Willingly carry out other duties deemed appropriate by the company.

Performance Measures

- Sales revenue.
- Quotation volume.
- Lead generation volume.
- Forecasting accuracy.
- Ratio of sales to quote.
- Profit margin improvement at both the gross and net levels.
- Non-conformance reported failures.
- Positive feedback from internal and external stakeholders.
- Administration accuracy and timeliness.
- Housekeeping.
- Contributing to the development of new ideas through continuous improvements.

Limits of authority

- This role does not allow the job holder to recruit.
- This role does not allow the job holder to make non budgeted expenditure.
- This role does not allow the job holder to enter into legally binding contracts with external third parties.

Job description prepared by: Adrian Lewis

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