Role and responsibilities

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| Identity |

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| **Position title** | Sales & Retention Executive – Based at DCW Hub Marsh Barton |
| **Date** | April 2024 |
| **Line Manager title** | Regional Sales Manager |
| **Grade** | 11 |

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| Purpose |

(the ‘why’ of the position, within which limits and according to what objectives)

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| **Why** | This role entails an approx. 70/30 split in customer retention/resign/upsell and new sales generation. Largely by capitalising on inbound enquiries and opportunities to recontact/follow up with existing customers. Prioritising existing customers based upon spend, volatility and value is a priority.Regional travel will be required in order to visit our existing customer base in order to utilise resign/upsell opportunities.For new sales opportunities identified it means taking the customer from initial enquiry through to sales completion.To ensure that detailed customer knowledge is obtained and validated in order for the business to actively promote itself in existing and strategic operational areas.To work with operations and finance to successfully mobilise new contracts |
| **Within** | The limits of authorisation laid down by the company Policies and Procedures. |
| **According to** | The targets set out by Regional Business Manager (reflecting SUEZ R&R’s /DCW overall strategic objectives). |

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| Ideal candidate experience |

**Background / Experience** – Within fast paced sales environment with monthly targets to achieve.

Telephone sales experience and account management experience is ideal. Experience and exposure to working in alignment with operational teams.

**Business understanding –** strong financial and commercial understanding with a proven track record in customer retention / objection handling / account development / fostering commercial relationships with both internal and external customers and suppliers alike. A track record of improving customer margins whilst working within the confines of a competitive market.

**Compliance** – understands the need to operate in a compliant manner whilst at the same time competing in a challenging environment, delivering excellent customer service.

**Customers (external and internal)** – experience of managing service levels, the ability to create a positive customer experience whilst managing expectations, ensuring customer loyalty and managing profit levels by fostering commercial relationships. Proactive sales outreach and existing customer visits to retain and identify additional sales opportunity within these existing accounts.

**People –** open communication skills, experience of building successful customer relationships. Able to communicate and negotiate both up and down. Pragmatic and professional interaction with internal colleagues.

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| Area one – Customer Contact (Sales) |

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| **Details** | **Delivery measure** |
| * Deliver sales growth through effective enquiry handling and identifying upsell opportunities to existing customers. Ability to travel and work both internally and externally on their own.
* Convert prospective customers into sales via converting in bound demand/enquiry to sale where needed.
* To proactively manage the contact with all prospective customers to a schedule, dependent on spend, value, length of contract, contract expiry and regional/local strategy, ensuring all customer contact and sales opportunities are recorded in Purgo
* To promote an environment / experience with prospective customers that is transparent to ensure creation of trust – “that we will do what we say we will”.
* Ensure contract / customer profit margin is in line with regional and budget expectations; undertake negotiations with client and internal stakeholders if operations / client behaviour is required to ensure maximum benefit / profitability.
* Maintain regular and constructive communication with line manager (Commercial Support Manager), colleagues, applicable operational department(s) and external contacts / suppliers, but principally customers.
* Promote the services provided by DCW in the applicable area. Proactively identifying customers who have requirements for our services.
* Achievement of the individual’s sales targets as identified.
* Regular communication with functional departments that may impact on sales potential i.e. Credit Control / Sales Admin.
* Produce weekly sales reports and ensure all sales opportunities are recorded accurately in Purgo
* Monitor external competition within the area and feedback to commercial management and to regional management the nature of all competitor activity, both from the perspective of attack and at large.
* Keep up to date with current costs and prices required for collection services.
 | Call levelsCall durationCustomer contact levels versus targetPurgo reporting.Secured new business levels.Conversion ratesCustomer retention rates |

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| In order to; | Ensure prospective customers of DCW fully understand our service offering and that we become the service provider of choice by creating strong relationships within our area of operation, resulting in sales growth. To maximise time to ensure customer retention/upsell activities are met and support new sales development. |

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| **Area two – Administration** |

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| **Details** | **Delivery measure** |
| * Ensure that all details of the customer, from initial contact right through to point of sale are accurately recorded and validated on all required systems, specifically those relating to decision makers, annualised spend, contract renewal date, close date and next contact date.
* To proactively manage the contact with all prospective Customers to a schedule, dependent on spend, value, length of contract, contract expiry and regional/local strategy.
* Actively manage customer resign opportunities via renewal and/or upsells.
* To handle all calls by taking ownership and seeing through to resolution or directing to the most appropriate person / function to assist.
* To ensure all contract documentation is completed and returned accurately and completely, within timelines– contract / direct debit / route risk assessment.
* To promote the environment of right first time to give the customer the best possible customer experience.
* To engage in customer feedback to ensure service offerings are in line with customer’s expectations.
* Working with Key Stakeholders to create offerings that will ensure contract longevity.
 | Purgo Reporting |

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| In order to; | Provide the optimum customer experience and develop our customer portfolio by generating new sales and retaining ex |

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| Area three – Compliance |

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| **Details** | **Delivery measure** |
| * Work within Company Policies and Procedures.
* To self-assess work produced to ensure quality standards are fulfilled.
* To promote and support a culture within the team that focuses on customer service standards and quality, business efficiency and compliance with statutory regulations, company policies and objectives.
* Adopting a Safety In Mind culture in order to ensure that every job can be done safely
 | Accident/severity rate.Regional Target. |

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| In order to; | Operate in a compliant and safe manner, protecting our staff, our stakeholder, the environment and reputation. |

In line with our Values and Ethics Charter, the job holder is expected to:

Act in an honest, responsible and respectful manner to others.

Be responsible for their own professional conduct.

Comply everywhere and in all circumstances with the laws and regulations connected with their activities.

Comply with our obligations to other parties such as shareholders, associates, clients, suppliers and the community.

Ensure the health, safety and wellbeing of employees, customers and other personnel at all times.

The content of this job description reflects the main duties and responsibilities of the job and are not intended to form part of the contract of employment. SUEZ may revise the content of the role and responsibilities at its discretion.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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