



HIRE SOLUTIONS

INTERNAL SALES EXECUTIVE - ROLE PROFILE

BACKGROUND INFORMATION

POSITION:	Internal Sales Executive
FUNCTION:	Manage and develop business from existing GAP customers and potential new customers to the Group, generating revenue and providing qualified leads to the wider Sales team.
LOCATION:	Based at Head Office
REPORTING TO:	Head of Regional Sales
LIAISING WITH:	All GAP Divisions and Departments

RESPONSIBILITIES

- Identify and maximise revenue through cross selling all GAP divisions to existing customers
- Identify new business opportunities and introduce new customers to the company, particularly those with the ability to spend
- Prepare and submit proposals and quotations to customers, based on the customers' potential/likely spend
- Regular calls to all GAP customer types ensuring effective prioritisation
- Using management information provided, identify, and take the necessary course of action required to stimulate activity with down traders, non-spending customers or customers using other suppliers more frequently
- Review customers spend regularly, through monthly depot/customer revenue reports, to ensure spend has been honoured in line with new or updated agreements and review rates accordingly
- Working closely with the relevant ASR, support the development of a portfolio of customers to ensure revenue growth and the smooth running of their account
- Ensure customer site leads and other relevant market knowledge is followed up and relayed to relevant GAP personnel
- Record all calls and customer activity accurately in the company's CLM system
- Establish a broad contact base with all relevant customers to incorporate the key contacts within Management, Procurement, Accounts & Health & Safety as well as all site personnel
- Submit relevantly detailed and accurate reports, as outlined, to Head of Regional Sales
- Attending and reporting at regional sales meetings
- Liaising daily with the operational teams in all GAP divisions to build good relationships and effective communication for obtaining local market intelligence

PERFORMANCE INDICATORS

- New account revenue generated from accounts identified by Internal Sales Team
- Revenue generated by lapsed accounts who were contacted initially by the Internal Sales Team
- Revenue growth from depot accounts
- Number of quality sales leads passed to wider sales team
- Quality of inputting to CLM e.g. contacts added, notebook etc.
- Interaction with and providing support to depots where there is no ASR in place.
- Effective relationship building with all GAP colleagues in regional sales team, head office and beyond
- Quality and timely submission of reports
- Organisational skills, call planning & recording of customer detail via CLM system
- Proactivity with quotes and customer agreements
- Demonstrating the GAP CODE at all times