Commercial Account Executive

Job Description

Job Title: Commercial Account Executive

Department: Commercial Sales GB

Reports To: Head of Commercial Sales & Commercial Team Leaders

Job Summary:

A Commercial Account Executive core focus will be to:

- Develop non spending / low spend customers with an aim to develop strong Tobermore relationships and transform into regular / high spending accounts.
- Seeking to develop the region with new customers who Tobermore are not aware of.
- Secure orders for Tobermore products by meeting and influencing our targeted customer groups.
- Work in conjunction with all Tobermore B2B Sales Division to develop customers, sales and sales strategies.

Responsibilities:

The following list constitutes the key tasks and duties of your post upon which your job performance will be assessed. Tasks are not in any particular order, therefore the sequence which they appear should not be interpreted as indicating priority or relative importance.

Duties will include:

- Hunting, developing and growing new relationships with non spend / low spend groups – Contractors, Groundworkers and Regional House Builders.
- Actively arrange F2F meetings with Commercial Account Executive customer ledger to introduce / strengthen Tobermore relationship.
- Seeking new customers in the area which are not on Tobermore's customer ledger (Contractors, Groundworkers & Regional House Builders).
- Develop and grow relationships with merchants linked to their customers / in their area.
- Increase Tobermore live project opportunities count with Commercial Account Executive customer ledger.
- Manage project opportunities that have been created and ensure we have all the correct information so that we can secure the orders and achieve the targets set.
- Develop and secure orders from project opportunities linked to their Commercial Account Executive customer ledger.
- Achieve Commercial Account Executive set sales target for FY.
- Sell with confidence Tobermore design services packages and generate new project opportunities via this.

- Secure orders for Tobermore products at agreed prices via Tobermore head office.
- Develop growth on product sales that align with the company strategy.
- Hold confirmed project specific meetings with the following customer types:
    a. House Builders (both regional and national based in your designated area of work and as agreed via sales review meetings).
    b. Main Contractors (both regional and national based in your designated area of work and as agreed via sales review meetings).
    c. Groundworkers (as agreed via sales review meetings).
    d. Civil or Builder's merchants who secure commercial direct to site orders.
- Develop new and relevant opportunities to ensure our pipeline of projects is at a level that will ensure we achieve your individual and regional objectives.
- Follow up on all project opportunities and customer requirements within the timeframes required.
- Attend Monthly Opportunity Reviews with to discuss live projects, ensuring all information regarding these projects is accurate and agree the best ways to win the order.
- Attend Quarterly Strategy and KPI Reviews to review sales results, performance against KPIs and agree strategic plans to develop customer relationships and grow sales.
- Attend regional sales team meetings to support the team objectives and play an active role in these meetings.
- Work with the regional sales team and head office staff who provides support to you in this role.
- Develop strong customer relationships to enable you to gain repeat orders.
- Use our added value services such as the design services to help gain more orders.
- Actively plan your diary in accordance to company procedures.
- Use hospitality budget as per company procedure to build and maintain relationships.
- Attend appropriate networking events to build your contact database and enable you to follow up and secure one to one meetings.
- Record all customers' interactions and notes as per company procedure.
- Learn all the products and services that Tobermore can provide.
- Maintain Microsoft Dynamics system as per procedures, using this system as a daily tool to record information and plan workload.
- Use LinkedIn to identify customers and increase Tobermore brand awareness.
- Communicate professionally at all times with customers and as per company training provided.
- All of this will be focused on the region and customers that have been allocated and agreed with you via the sales review process.
- Carry out tasks as required and deemed within your competence by your manager.

This job description is not exhaustive and serves only to highlight the main requirement of the post holder. The job description will be reviewed regularly and may be subject to change.

Employee Signature	
Date	
Manager Signature	
Date	

Commercial Account Executive

Person Specification

	Essential Criteria	Desirable Criteria
Qualifications	• 5 GCSE's A-C to include English and Maths	• A Levels/ Degree – Business Related Sales
Experience		• Customer Service Experience • Face- to face selling • Presenting Experience • 1-2 years' sales experience
Knowledge, Skills & Competencies	• Negotiation skills • Punctual • Self-motivated • Team Player • Enthusiastic • Hard Working • High Social Skills • Relationship Builder • Independent thinker • Excellent Communication Skills • Confidence to work independently or as a team • Very well organised • Ambitious • Adaptable to change • Rejection Handling • Engaging • Strategic Thinker • Positive Outlook • Persistent • Well Presented	• Sourcing project specific opportunities and following these through to secure the order. • External sales experience. • Merchant Sales experience. • CRM experience. • Business Development Experience • Construction Industry knowledge. • Merchant Industry Knowledge. • Regional awareness. • Telemarketing.
Physical Circumstances	• Full Valid UK Driving Licence • Living location close to the area they will be covering	