



JOB DESCRIPTION

Job Title: INDUSTRIAL SALES REPRESENTATIVE

Purpose: To initiate and receive internal sales calls to grow the sales of Walker Filtration Ltd to provide a complete customer service.

Scope: The position reports to the Sales Manager and has responsibility for receiving and initiating direct contact with external customers to meet sales levels and agreed budgets.

To ensure that the Company is represented professionally at all levels and that all administrative duties are carried out accurately.

Main Responsibilities

1. Customer Management / Service

- Regular liaison with internal and external customers to ensure that support is as required/expected
- Respond to customer requests. Analyse and rectify concerns/queries using established procedures
- To effectively communicate all market information.
- Effective use of the company mainframe computer (EFACS) system
- Raising quotations in accordance with company procedure/guidelines
- Adhering to Walker Filtration Ltd internal ISO 9001 quality procedures
- Analysis of sales data to manage key accounts

2. Sales Generation

- Prospect/web inquiry monitoring
- Pro-active generation of sales leads
- Monitoring and performance aimed to securing weekly/monthly targets for particular area of responsibility
- Performance tracking on lead generation and successes
- Accurate reporting of results

3. Product Management

- Through understanding of product application and operation sales opportunities will be planned and maximised

4. Distribution policy

- Awareness of current distribution policy/strategy
- Aware of market policies per territory
- Able to make informed decisions on current channel support

5. Pricing policy

- Awareness of current pricing policy to distributors
- Awareness of current pricing policy to OEM customers
- Updating pricing information as required
- Full familiarity with Walker standard product and price guide

Any other special tasks, assignments or projects as requested by the company.



PERSONAL COMPETENCES – Industrial Sales Representative

The competencies listed are appropriate to the Industrial Sales Representative and are an illustration of the qualities that the Company requires. These areas will be looked at in general assessments which are made to ensure that, not only can you fulfil your job description, but that as a member of the Company you are contributing in an effective manner to suit your position.

Professional Requirements

- Professional; Degree level candidate
- Good level of previous sales environment experience
- Experience in managing a number of customers
- High level of computer literacy and full working knowledge of Microsoft Office

Personal Competencies

Energy and initiative

- Self motivated, with drive and enthusiasm for completing the project within the timeframe.
- Initiative to explore new opportunities, new techniques, new ideas to satisfy market requirements
- Clear evidence of working with people to get results
- Ability to learn new techniques and have an openness to trying new ideas or concepts for product development

Analysis

- Clear evidence of maximising performance
- Accuracy of findings
- Clear judgement shown in recommendations and ability for them to succeed

Planning and Organising (Plan, Do, Review)

- Plans should show clearly time management capabilities, with adherence to set time frames with clear identification of project leadership.
- Ability to view the follow up and information monitoring of the projects with ready availability of data to support findings.
- Demonstration of certain levels of tenacity to see project through to completion

Oral and written communication

- All written communication of a high standard with a drive to improve existing levels of communication and information. Clear demonstration that the project has been thought about clearly, that all questions from a sales, marketing, production & financial perspective have been considered.
- Clear, defined objectives from meetings and reports

Ability to work under pressure

- Ensure all tasks are completed within set timelines
- Ability to achieve desired results
- Work as an effective team player to achieve results