**Job Description**

**Salesman**

|  |
| --- |
| **Job Details** |

|  |  |  |
| --- | --- | --- |
| Reporting to: Car Spares Manager |  | Date: 1st December 2013 |

|  |  |  |
| --- | --- | --- |
| Department: Car Spares |  | Location: Wokingham |

|  |
| --- |
| Responsible for: Car Spare Sales |

|  |
| --- |
| **Job Summary** |

The Salesman sell the company’s goods and services. Customers may include businesses, governmental organisations and individuals, both in the UK and abroad. The Salesman approach potential customers with the aim of winning new business, as well as maintaining good relationships with clients. They are also responsible for making repeat sales to their employer’s existing customers. Sales is a targets driven industry and the work can sometimes be demanding.

|  |
| --- |
| **Key Responsibilities** |

**Responsibilities**

* Listening to customer requirements and presenting appropriately to make a sale
* Maintaining and developing relationships with existing customers in person and via telephone calls and emails
* Arranging cold calling meetings with potential customers to prospect for new business;
* Responding to incoming email and phone enquiries
* Acting as a contact between a company and its existing and potential markets
* Negotiating the terms of an agreement and closing sales
* Gathering market and customer information
* Representing their company at trade exhibitions, events and demonstrations
* Negotiating on price, costs, delivery and specifications with buyers and managers
* Challenging any objections with a view to getting the customer to buy
* Advising on forthcoming product developments and discussing special promotions
* Creating detailed proposal documents, often as part of a formal bidding process which is largely dictated by the prospective customer
* Liaising with suppliers to check the progress of existing orders
* Checking the quantities of goods on display and in stock
* Recording sales and order information and sending copies to the sales office, or entering figures into a computer system
* Reviewing your own sales performance, aiming to meet or exceed targets
* Gaining a clear understanding of customers' businesses and requirements
* Making accurate, rapid cost calculations and providing customers with quotations
* Feeding future buying trends back to Managers
* Attending team meeting and sharing best practice with colleagues
* Any other reasonable task required by the company

**Key Skills**

* Good oral and written communication skills
* Ability to work to a high level of accuracy with particular attention to detail
* Excellent customer service skills and telephone manner
* Enthusiastic, efficient, well-motivated and a positive attitude
* Ability to organise and prioritise
* Ability to work as part of a small team
* Good product knowledge

|  |
| --- |
| **Confirmation** |

Please check that the above details are correct and sign below to confirm. Thank You.

**Job Holder:**

|  |  |  |
| --- | --- | --- |
| Name: |  | Date: |

|  |
| --- |
| Signature: |

**Manager:**

|  |  |  |
| --- | --- | --- |
| Name: |  | Date: |

|  |
| --- |
| Signature: |