# **St John Ambulance Cymru**

# **Customer Sales Advisor**

**Accountable to:** Sales Manager

**Location:** Cardiff or Wrexham

**Hours:** 35 hours per week

**Salary:**  £21,846-£24,226 p/a

**Job summary**

* As a customer sales advisor, you will be responsible for promoting and selling our diverse range of training courses to new, current, and lapsed accounts via inbound calls, outbound calls and email. Product knowledge, and outstanding customer service skills will be instrumental in ensuring customer satisfaction and reaching departmental goals.

**Key duties and responsibilities**

* Handle Inbound calls and email enquiries in a professional manner ensuring that customers’ needs are identified and met. Answer incoming calls promptly and professionally addressing enquiries, providing information, and resolving issues to ensure excellent customer service through effective communication.
* Provide exceptional service to new and existing customers to develop relationships and offer the best solution for their training requirements.
* Follow sales process, using active listening and open questions to maximise on every opportunity and ensure a consistent and positive customer experience.
* Maximise opportunities on all calls to cross and upsell both training courses and supplies products.
* Identify complex course opportunities and recommend tailored bespoke training courses.
* To build and maintain relationships and provide accurate and up to date information about courses St John Ambulance Cymru offer.
* Proactively reach out to new and existing customers by making outgoing calls in line with departmental KPI’s.
* Maintain accurate customer records and client notes to create a seamless and positive customer-centric journey.
* Complete strategic new business prospecting to identify areas of opportunity and growth.
* Connect and engage with new business prospects providing informative sales calls to highlight St John Ambulance Cymru’s unique selling points and benefits.
* Follow up calls to existing customers to build relationships and establish further training requirements.
* Collaborate with members of the team to achieve team sales targets and contribute to overall business growth.
* Work to monthly KPIs, focusing on conversion rates, booking numbers and call productivity to evaluate and assess monthly performance and successes.
* Overcome objections professionally by using sales skills and in-depth product knowledge, whilst being aware of our position against competitors
* Address customer concerns and complaints with empathy and ownership to drive positive customer outcomes.
* Work closely with management to identify and evaluate tender opportunities by monitoring procurement portals and establishing strategic partnerships to secure new contracts.
* To Keep abreast of changes and new developments with regards to health & safety law and associated codes of practice.
* To be proactive and liaise with management regarding ongoing business opportunities.
* Produce invoices, credits, and process payments.

**Person Specification**

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| --- | --- | --- | --- |
| Requirements: | Essential: | Desirable: | Method supporting assessment: |
| Educated to GCSE level/equivalent | **A black background with a black square  Description automatically generated with medium confidence** |  | Application form |
| Educated to degree level |  | **A black background with a black square  Description automatically generated with medium confidence** | Application form |
| Experience | | | |
| Experience in B2B sales |  | **A black background with a black square  Description automatically generated with medium confidence** | Interview/ Application form |
| Knowledge of sales practices |  | **A black background with a black square  Description automatically generated with medium confidence** | Interview/ Application form |
| Proven track record of driving results | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Experience of working in a sales and/or customer services environment | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Experience of submitting tender applications |  | **A black background with a black square  Description automatically generated with medium confidence** | Interview/ Application form |
| Experience of working in the field of first aid / health & safety |  | **A black background with a black square  Description automatically generated with medium confidence** | Interview/ Application form |
| Proficient in Microsoft office / Teams | **A black background with a black square  Description automatically generated with medium confidence** |  | Application |
| Skills, knowledge and abilities | | | |
| Ability to provide exceptional service to new and existing customers | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Ability to maximise on all sales opportunities via telephone and email | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| A positive, pro-active approach | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Ability to work collaboratively within a team to drive business growth within the department | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Ability to prioritise tasks and workload | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Excellent communication, negotiation and questioning skills | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Ability to work on your own initiative or  as part of a team | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Ability to communicate effectively and professionally via email and in writing | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview/ Application form |
| Knowledge of St John Ambulance Cymru products and services |  | **A black background with a black square  Description automatically generated with medium confidence** | Interview/ Application form |
| Personal attributes | | | |
| Dynamic/pro-active/passionate about making a difference | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview |
| Resilient, adaptable and able to work well under pressure | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview |
| Willingness to embrace change and adopt new methods of working | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview |
| Willing to rise to a challenge and work towards individual and departmental KPI’s | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview |
| Able to demonstrate commitment to St John Ambulance Cymru’s values and behaviours | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview |
| Good communication skills; verbal and written | **A black background with a black square  Description automatically generated with medium confidence** |  | Interview |