

## **Role Profile: Sales Support**

**Team/Location:** Business Development - Saltash

**Reporting to:** Sales Support Manager

**Job Level:** Level 4

### **Purpose...**

To provide sales administration support to the sales team including but not limited to management and organisation of repeat customer events, highlighting new sales and upsell opportunities to the sales owner and supporting the upkeep of the knowledge management system.

### **Key Accountabilities...**

#### **Sales Support**

- Schedule events and manage logistics with clients, trainers and the virtual team ensuring that these are accurately captured and handed over to the Customer Success Team.
- Proactively manage the timescales for holding dates and availability ensuring that client, trainer and business needs are met.
- Receive incoming request from clients for repeat events and highlight any new requirements or opportunities to upsell to the sales owner for them to follow up.
- Accurately capture new events in CRM and update the opportunities as they move through the sales cycle to ensure that these events can be accurately reported on.
- Update the sales owner with newly scheduled client events to support accurate reporting on client spend.
- Build and develop successful client relationships and respond to client correspondence in a timely manner and logging it in CRM.
- Assist with the upkeep of accurate client records by updating contact information for clients and prospects on CRM.
- Follow up with customers after events to ensure excellent customer service and customer experience.
- Have a good understanding of Hemsley Fraser's products, services and pricing model.
- Support the sales team on the upkeep of their pipeline including creating opportunities for new enquiries.

### Knowledge Management

- Work with the Sales Support Manager to support the maintenance and upkeep of the knowledge management system in accordance with GDPR and ISO accreditation guidelines.
- Support the sales team with storing of their proposal and RFI/RFP responses accurately within the central storage system.
- Support the sales team with new bid and proposal responses by undertaking client research and highlighting areas in the knowledge management system that could support the response.
- Work with the Sales Support Manager to prepare for 'lesson learned' sessions and assist with capturing the outcomes.

### Knowledge & Skills...

- Excellent business communication skills (verbal and written)
- Competent with MS Office, including Microsoft Excel
- Experience of using a CRM system to record and track sales performance and order processing
- Attention to detail and accurate data entry
- Experience in a business to business sales or customer focused environment

### Measures of Performance...

- Managing deadlines
- Contribute to the success of the sales team achieving sales targets through sales support
- Positive behaviour and approach
- Working effectively with the Sales, Customer Success and Virtual teams
- Demonstration of the Hemsley Fraser Values

### Competencies...

- Exceptional customer care skills.
- Good written and verbal English.
- Understanding of the sales process.
- Accuracy and attention to detail.
- Good organisational skills.
- An ability to work under pressure and to deadlines.
- An ability to work independently and as a team.