

Trade Account Manager

Role Description:

In this role you will be responsible for managing your own section of Nu-Heat’s trade customer base. You will be expected to maintain a required conversion rate of prospects to order, through effective contact and relationship building with potential new customers, specifying the right systems(s) for that customer and managing the customer relationships, irrespective of whether that customer has a live project or not. You will ensure that a tailored package of support is in place to facilitate long-term sales growth you’re your portfolio of customer accounts.

You will need to be a team player, confident and driven towards ensuring that personal sales targets are met whilst contributing to achievement of the trade team sales target.

You are expected to independently maintain a working knowledge of Nu-Heat products and those of competitors, and should have a broad understanding of the legislation affecting the renewable/UFH market through independent study or by requesting training where appropriate. You need to have a high level of focus and motivation within the sales arena while maintaining an exceptional level of customer service.

Responsible to: Trade Sales Manager

Key Results Areas:

Individual sales performance.
Prospect to Customer conversion.
Existing customer sales growth.

Key Responsibilities	Activities
<i>Prospect to Customer Conversion</i>	<ul style="list-style-type: none"> Follow-up projects to an agreed SLA to ensure conversion of sales opportunities is maximised. Handle all incoming phone and written requests from prospects and act on these involving other members of the business as appropriate. Handle customer objections and use your negotiation skills to manage the customer relationship through to order. Where orders are confirmed, ensure customer information passed to the design team is obtained in a timely fashion and is accurate and informative. Record all data in the appropriate logs in Nu-Heat’s CRM system ensuring you have recorded all of the necessary detail.
<i>Develop our trade customer relationships</i>	<ul style="list-style-type: none"> Develop trade customers of all levels of business through clear ownership and account management, providing tailored service profiles as appropriate to facilitate business growth at appropriate pricing and margin levels. Utilise our Regional Business Development Managers through effective identification of new installers purchasing with Nu-Heat, supporting progression on to our Registered Installer Network wherever appropriate to facilitate further sales growth. Promote cross-sales team alignment in the provision of referrals for self-build customers, removing barriers and ensuring communication is shared quickly and accurately and also logged on our CRM.

<p>Contribute to Company Development</p>	<ul style="list-style-type: none"> • Actively improve customer satisfaction by answering incoming calls within 3 rings • Actively participate in company meetings where required and strive to meet the deadlines on any actions set in them. • Feedback any ideas you have on how to improve internal efficiency or our range of products and services to better meet the needs of your customers and increase sales. • Where required attend trade shows, providing potential customers with an outstanding first impression of Nu-Heat. • Work with other relevant departments around the business to ensure that your repeating trade customers' service expectations are being met both pre and post sale. • Monitor any financial accounts of your trade customers, ensuring you are having conversations with your customer to maintain the smooth operation of their account and sharing information with the Finance team as appropriate.
<p>Our Values:</p> <p>Integrity – Doing the right thing to make a difference. Focus on honesty and quality.</p> <p>Diligence – Taking care of every details to do things the right way. Focus on detail, accuracy and consistent effort.</p> <p>Empowerment – The freedom to challenge, innovate and improve. Focus on continuous improvement with enthusiasm.</p> <p>Nurture – caring for our customers and colleagues. Focus on relationships with genuine care.</p>	
<p>Other Duties: <i>The list of job duties within this description is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post.</i></p>	<ul style="list-style-type: none"> • To participate in the company's appraisal process. • To undertake relevant staff development/training. • To be responsible for the health and safety of self and others. <p>Job descriptions will be reviewed regularly to ensure they are an accurate representation of the post.</p>
<p>Key Skills & Knowledge:</p>	<ul style="list-style-type: none"> • Account Management experience. • Able to manage and prioritise a large workload to ensure high levels of efficiency and productivity. • High levels of I.T literacy. • Target driven and resourceful. • Excellent levels of customer service. • Excellent written & verbal communication skills. • Independent self-starter, able to work in a cross-functional team environment. • H&V industry knowledge is desirable.