

Self-Build Account Manager

Role Description:

In this role you will be responsible for managing your own section of Nu-Heat’s self-build customer experience from initial contact through to point of order, developing your own self-build enquiries from the point of lead creation through to order confirmation. 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 self-build team sales target.

You will be expected to maintain a required conversion rate of leads to quoted prospects, through effective contact and relationship building with potential new customers. Where a project is subsequently quoted you will be responsible for specifying the right systems(s) for that project and managing the customer relationship through to the point of order.

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: Self-Build Sales Manager

Key Results Areas:

Individual sales performance.
Lead to Prospect and Prospect to Customer conversion.
Trade sales referral rate.

Key Responsibilities	Activities
<i>Lead to Prospect Conversion</i>	<ul style="list-style-type: none"> Qualify leads to ensure understanding of timescales, value and potential future business Manage daily incoming leads via the IT system, phone and online chat Ensure that leads are followed up inside pre-agreed SLA timescales for customer contact Utilise Nu-Heat product knowledge to ensure that you are specifying the most suitable system(s) for the customer’s project. Record all appropriate project detail in our CRM system Understand the Nu-Heat website and resources at your disposal to best satisfy customer information requests Liaise with Sales Support in the despatch of all follow-up material
<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.

<p>Contribute to Company Development</p>	<ul style="list-style-type: none"> • Actively improve customer satisfaction by answering incoming calls within 3 rings • Actively promote trade referrals for your potential self-build customers to improve conversion rates, ensuring communication is shared quickly and accurately and also logged on our CRM. • Where possible to get in front of the self-builder's installer, utilise our Regional Business Development Managers to develop this customer relationship, supporting our future trade customer sales growth. • 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.
<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"> • Business Development experience. • 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.