



Merchant Field Sales Manager

Role Description:

To establish, build, develop and maintain an excellent relationship with Independent Merchants and their customers within your designated area. This will be achieved through effective planning and preparation, call & route planning whilst maintaining an exceptional level of customer service. Taking responsibility for driving business performance and achievement of territory sales targets by also working closely with the Merchant Account Manager within the office.

Responsible to: National Field Sales Manager

In this role you will be expected to meet a personal sales target through effective contact and relationship building with merchant prospects / customers. You should be determined, tenacious and focused on developing profitable business relationships with customers. The role calls for a self-motivated person with a high level of focus and motivation within the sales arena, capable of delivering an exceptional level of customer service and growing the sales of your territory.

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.

You should advise the National Field Sales Manager of your personal development needs and training requirements.

Key Responsibilities	Activities
<i>Develop Leads and Enquiries</i>	<ul style="list-style-type: none"> • Co-ordinate with your team to identify and target new independent merchants • Provide a first-class service to enquirers generated through marketing activity and selected cold-call prospects to ensure all potential prospects are familiar with the Nu-Heat product offer • Provide feedback on the requirements of each merchant in regard to our product and services • Liaise with your team on follow-up on potential prospects
<i>Progress Prospects</i>	<ul style="list-style-type: none"> • Identify prospect requirements, provide the required information and progress the enquiry, involving other members of the team as appropriate • Follow-up appropriate prospects to ensure sales opportunities are secured. • Handle all incoming phone and written requests from enquiries

<p><i>Manage Customers</i></p>	<ul style="list-style-type: none"> • Support each of our merchant customers, utilising P.O.S. activity mornings, customer support etc. as appropriate • Build customer relationships to establish an excellent experience of Nu-Heat • Convert quoted projects into orders using professional sales techniques • Develop an effective relationship with all other Nu-Heat Field Sales Managers • Record all data in the appropriate logs • For referrals, ensure relationships between installers and third parties are managed harmoniously • Build an effective relationship with the appropriate Field Sales Engineer to partner with on site where required
<p><i>Account Management of Repeat Customers</i></p>	<ul style="list-style-type: none"> • Effectively manage and take responsibility for all merchants in your area, developing relationships to increase sales performance • Work closely with the sales and marketing teams to align activities, identify business opportunities and share expertise • Maintain telephone contact with selected accounts irrespective if that account has any live projects
<p><i>Working in the field</i></p>	<ul style="list-style-type: none"> • Have a good understanding of your territory • Plan your journeys to maximise your number of quality contacts • Be cost conscious with your expenses • Maintain an agreed level of contact with your team including attending team meetings as appropriate
<p><i>Technical Skill and Knowledge:</i></p> <ul style="list-style-type: none"> • Field sales experience • Call planning experience • H&V industry knowledge • Previous sales into merchant knowledge essential • Under-floor heating and heat pump experience • Project and account management experience • Well developed interpersonal, networking and negotiating skills • Able to manage and prioritise own workload • Renewable industry knowledge is desirable • Independent self-starter • Excellent levels of customer service • Valid UK driving licence 	