



Merchant Account Manager

Role Description:

To source and develop leads and enquiries, in order to create opportunities to deliver a sustainable stream of business to Nu-Heat through the merchant channel. Identify and qualify potential prospects through telephone contact, and email correspondence ensuring that targets and conversion rates are achieved. Supporting the Merchant Field Sales Manager with quotation, pricing, negotiation and administration support in order to convert leads and prospects into repeat customers.

Responsible to: Senior Account 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 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 need to have a high level of focus and motivation within the sales arena while maintaining an exceptional level of customer service, maximizing the potential of each lead.

You should be determined, tenacious and focused on developing profitable business relationships with customers. The role calls for a self-motivated person, able to deliver against call volume targets to make a real impact on Nu-Heat's sales performance.

You should advise the Senior Account Manager of your personal development needs and training requirements.

Key Responsibilities	Activities
<i>Develop Leads and Enquiries</i>	<ul style="list-style-type: none"> Proactively identify new business opportunities through your daily activity and win the opportunity for Nu-Heat to quote Qualify leads to ensure understanding of timescales, value and potential future business Record all appropriate data in our CRM system Liaise with Sales Admin in the despatch of all follow-up material Work with the Merchant Field Sales Manager and Senior Account Manager to identify and pursue additional lead sources Contribute towards the identification and qualification of suitable prospects; working with your manager and Nu-Heat's marketing department to contribute towards targeting potential customers Understand the Nu-Heat website and resources at your disposal to best satisfy customer information requests
<i>Lead to Prospect Conversion</i>	<ul style="list-style-type: none"> Identify customer requirements, and act on these involving other members of the business as appropriate Record all data in the appropriate logs ensuring you have recorded all of the necessary detail to pass on to the allocated account manager Qualify leads to ensure understanding of timescales, value and potential future business.

<p><i>Progress Prospects</i></p>	<ul style="list-style-type: none"> • Identify prospect requirements, and act on these involving the Merchant Field Sales Manager 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"> • Build customer relationships to establish an excellent experience of Nu-Heat • Convert quoted projects into orders using professional sales techniques • Negotiate prices where appropriate, within the company's pricing structure
<p><i>Account Management of Repeat Customers</i></p>	<ul style="list-style-type: none"> • Work closely with the Merchant Account Manager and Marketing to align activities, identify business opportunities and share expertise • Maintain telephone contact with selected accounts irrespective if that account has live projects
<p><i>Technical Skill and Knowledge:</i></p>	<ul style="list-style-type: none"> • Business Development and account management experience • Well-developed interpersonal, networking and negotiating skills • Excellent levels of customer service via the telephone • Proficient in I.T - databases, Outlook etc • Construction industry knowledge (desirable) • Independent self-starter, able to work in a cross-functional team environment