

# **Citizen Machinery UK Ltd**

## **JOB TITLE**

Sales Engineer

## **REPORTING TO**

CEO

## **JOB PURPOSE**

- Achieve sales targets and to meet sales objectives
- Provide a channel of communication between the company and its markets and customers
- Promote the good name of the company wherever and whenever possible

## **RESPONSIBILITIES**

1. Carry out the company's sales policy and to achieve its objectives and targets by establishing a willing buyer, a willing seller situation with present and new customers.
  - This task must be achieved within company policies and guidelines and in line with recognised or required company practices at any given time.
  - An order becomes an order for sales purposes only when accepted officially by the company as such.
2. Plan to work the allocated territory in the optimum manner, producing an agreed call plan and call cycle.
3. Ensure that forward planning, including booking sales appointments up to four weeks ahead is at a sufficiently high level to achieve sales targets.
4. Solicit actively for leads to be followed up personally or by the company, dependent on type.
5. Evaluate customer potential and produce a sales plan for each sales opportunity. In particular, to identify high potential prospects and to advise the company what action is required to achieve the sale.
6. Produce grammatical, legible and accurate sales and administrative documentation at, or before the required time, including keeping client record documents up to date and producing Forward Plan/Weekly Reports and Monthly sales forecasts. This includes continuous updating of company CRM system.
7. Attend Sales Meetings as requested, prepare for monthly performance reviews and taking note of personal counselling and carrying out the agreed training programme.
8. Carry out any sales promotion or public relations activity as designated by the company, including customer visits to the showroom, exhibitions and events.
9. Keep the company informed of all relevant market intelligence by consciously seeking such information while carrying out the job.
10. Carry out post-order 'project' management including pre-delivery, post-delivery, acceptance and ensuring adherence to sales and commercial agreements.
11. Actively seek to acquire new knowledge to strengthen technical, sales and commercial skills.
12. Read, understand and follow guidelines of the 'Company Staff Handbook'.

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13. In addition to all of the above, the Job Holder must be prepared to carry out any other task that relates to sales or marketing and sales in general that the company deems reasonable.

### **ASSESSMENT**

The Job Holder is normally subject to periodic performance reviews, financially focused on sales results vs sales targets and measured against time elapsed in the company's financial year. However, the company reserves the right to institute alternative, supplementary or additional assessment criteria as it sees fit.

### **TRAINING**

The Job Holder will be expected to attend training courses, or to undertake other forms of instruction or learning as the company decides necessary for the performance of the job.

### **BUDGET**

No expenditure may be incurred on behalf of the company without the express permission of a Director.

### **EXPECTATIONS**

- It is expected for the individual to be representative of the high corporate standards and ethics of the Citizen Group, in terms of conduct, presentation, punctuality, time keeping, honesty and respect towards fellow workers, suppliers and customers, both in and out of contractual working hours and on social media.