

## **Trade Sales Executive**

### **Overview**

EuroTech is a specialist distributor that has carved out a niche by forming partnerships with a few selected IT brands and acting as their exclusive representation in the UK. This 'value-add' strategy has put it in a strong position and Eurotech is now looking to increase its focus on independent or 'trade' resellers.

Reporting to the Trade Sales Manager, this new role will be responsible for significant growth of our 'trade' customer base to compliment our other channels. Working in a small, friendly team this role is crucial in developing our business over 2009 and beyond.

### **Role & Responsibilities**

The role will be based within the 'Trade' Sales team and be responsible for hitting sales targets from a portfolio of approx 150 trade resellers. This will include:

#### **Qualifying accounts and building customer base**

- Agree with the Trade Sales Manager approx. 20 active trading accounts as opportunities for growth. These will be the responsibility of the Trade Sales Executive (TSE) to develop and grow.
- The role will be allocated a selection of our dormant accounts that will require contacting, qualification and the opportunities prioritised. Those resellers identified as good opportunities will be allocated to the TSE for development.
- Call trade resellers from buying groups, approved dealer programs and other targets in order to sell them new products and get them trading with us.
- Take inbound enquiries generated by trade shows, advertising, mail-shots, etc. Qualify the account and, where appropriate, add to portfolio of manager accounts.

#### **Outbound 'call-out'**

- Manage a portfolio of approx 150 accounts on a monthly basis.
- Make approx 25 proactive sales calls between 9am and midday on a daily basis.
- Ensure the optimum number of proactive call-outs is achieved on a daily/weekly/monthly basis in order to qualify, account manage and achieve sales targets.
- Sell into the customer base using traditional sales techniques of questioning, qualifying the customer's needs, and negotiating a satisfactory deal.

#### **Product Knowledge**

- Represent each of our supplier brands by promoting and selling their products into the appropriate 'trade' resellers within your portfolio of accounts.
- Through product training, learn about the products we represent, including how they work and key features and benefits.
- Evangelise about, and confidently explain new products on the phone.

## Skills & Experience

Characteristic	Essential	Desirable
Education/ Qualifications/ Training	Passes in GCSE Maths & English.	
Skills/ Knowledge	Numerate - able to demonstrate an ability to calculate gross-profit, margins, etc.  Communication – able to clearly communicate both verbally and in writing.	
Experience		1+ year’s experience of pro-active telesales.  Experience of the PC market is desirable but not essential.
Appearance/ Disposition	Positive and friendly.	Presentable
Personality/ General Intelligence	An enthusiastic, outward-going character with an ability to communicate effectively.  Results oriented and self-motivated.  Willing to achieve & exceed set targets and goals.	A team player who can positively influence colleagues.  Responsible.
Physical Requirements & Special Circumstances	Capable of using the phone and computer system.  Seated upstairs.	

*To apply, or to request further information on this position, please email your résumé to: [jobs@euro-tech.co.uk](mailto:jobs@euro-tech.co.uk) stating where you saw the job advertised.*