

Job Description

Job Title:	Account Executive (West and South West England)
Reporting to:	Beretta Sales Group Manager
Salary Package:	
Salary	In the region of £30k depending on experience
Sales Bonus	Potential earnings of £8k
Company Bonus	Up to 8% of salary
Company Vehicle	Fully expensed and replaced every second year
IT	Expensed mobile, iPad and computer
Company Schemes (Subject to eligibility)	Employer contributed pension (5% of basic salary) Life assurance (4 x basic Salary) Permanent health insurance Private medical insurance
Expenses (Subject to maximum limits)	Overnight Accommodation and subsistence Free cartridges and competition entry
Employee Discount	Heavily discounted employee scheme
Hours:	37 Hours + per week
Location:	Field based within region

Purpose of the Position

To represent Beretta Sales Group in the territory of West and South West England. The key objective is to maximise profitable market share of our brands with our retail accounts and build long term customer relationships.

Responsibilities & Duties

The role involves face to face selling, usually within the retailers' premises. Ideally two to four visits should be made per day with Fridays reserved for local calls and administration.

Weekly Roles - In Call Duties

- Presenting and selling new and existing models as well as special offers
- Listening to customer requirements and presenting appropriate products to make a sale
- Checking the quantities of goods on display and in stock with a view to making additional sales
- Challenging any objections with a view to getting the customer to buy
- Maintaining and developing relationships with existing customers
- Responding to incoming email and phone enquiries
- Liaising with GMK HO. to check the status of any sales order queries
- Planning and organising daily work schedule to call on existing or potential retail outlets
- Submitting orders via our remote CRM system
- Resolving customer complaints by investigating problems and agreeing solutions with relevant parties

Regular Periodic Roles

- Attending sales meeting at GMK HQ three times a year
- Attending dealer trips and training at supplier factories
- Representing the company at exhibitions, events and product demonstrations
- Reviewing own sales performance, aiming to meet or exceed area sales targets
- Focusing sales efforts by studying historical sales data and potential volume of dealers
- Maintaining professional and technical knowledge by reviewing relevant magazines, personal networks and participating in relevant activities
- Advising on forthcoming product developments and discussing special promotions
- Targeting and assessing potential new retail accounts
- Recommending changes in products, service, and policy

Reporting and Feedback

Our sales team are a key source of market and customer information. The key means of communicating this is via our CRM system and verbally via the Group Sales Manager or Product Manager. Practically this means:

- Gathering market and customer information
- Submitting weekly activity reports via CRM
- Plotting weekly call plans.
- Maintaining regular contact with Group Sales Manager

Work Experience & Skills

Essential:

Sales experience

IT literature and ability to learn new systems

Interest in country sports

Desirable:

Territory sales experience

Experience of CRM type software

Knowledge and understanding of shooting sports

Personal Qualities & Behavioural Traits

Essential:

Full driving licence

Good written and verbal communication skills

Able to work without direct supervision

Tenacity and attention to detail

No criminal record

Desirable:

Clean driving licence

Academic & Trade Qualifications

Essential:

Numeracy and literacy qualifications

Desirable:

Further relevant training in sales or software systems