

## Job Description

**Job Title:** Account Executive (Scotland and Northern England)

**Reporting to:** Beretta Sales Group Manager

**Salary Package:**

<b>Salary</b>	In the region of £30k depending on experience
<b>Sales Bonus</b>	Potential earnings of £8k
<b>Company Bonus</b>	Up to 8% of salary
<b>Company Vehicle</b>	Fully expensed and replaced every second year
<b>IT</b>	Expensed mobile, iPad and computer
<b>Company Schemes (Subject to eligibility)</b>	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 Scotland and Northern 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 HQ 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