



## **Sales wholesale Representative Job Description**

**Job Title:** Sales Representative to the wholesale sector of the Essential trading customer base.

**Hours:** 16 hours per week, days to be confirmed

**Based at:** Essential Trading Fishponds Warehouse but also expected to visit customers at other locations around the UK as required.

**Reporting to:** Sales Sector / Marketing / Goods-In

### **Key responsibilities:**

- To liaise with customers by phone, electronic media and in person
- To produce and analyse sales data about customers - using Excel spreadsheets, Qlikview and access database and any other relevant media
- To produce and communicate sales and product data to customers
- To effectively communicate information to customers
- To be familiar with the product range and Mission Statement of Essential Trading
- To report back to the sales team on a regular basis with relevant management information
- To attend regular business meetings
- To liaise with the Goods-In sector about promotions and samples
- To develop the role of Sales representative within the company and to keep records of improvements and changes to the job description for future use.
- To keep up-to-date records of Repping activity.
- To link in all promotions and projects in conjunction with any current marketing strategy and to promote them to wholesalers.
- To participate in marketing events such as trade shows and to represent Essential Trading
- Attend training and to develop relevant knowledge, techniques and skills to facilitate all the above

### **Scale and Territory Indicators:**

- To represent the product range covered by the Essential Trading Price List of over 6,000 product lines generally, but also to focus upon the Essential own brand and its agency lines as priority.
- To promote to the existing customer base of Essential Trading and to potential new customers trading in the wholesale sector
- The territory will be mainly in the UK but to follow up enquiries and assist where necessary with any interest from around the world.

### **Person Profile:**

- Self-motivated with a positive outlook.
- Focused, personable and able to plan own workload.

- Professional outlook.
- Effective communicator.
- Flexibility over workload and able to travel within the UK.
- Teamwork and personal accountability.
- Comfortable with meeting customers.

### **Personal Situation:**

- Able to work extended hours when required.
- Able to work weekends when required.
- Able to work away from home on an occasional basis.
- Full, clean driving Licence.

### **Specific Job Skills:**

- Ability to communicate concepts, promotions, products and services to customers using a variety of media.
- Ability to promote Essential Trading's products and services.
- Ability to listen to customer concerns in a professional manner and to effectively resolve them.
- To be able to self-manage, and to also incorporate and respond to the aims and strategies of the Customer Service, Goods-In and Marketing teams.
- To understand the specific needs and business practices of other wholesalers and to promote Essential in accordance with this.

### **Computer Skills:**

- Knowledge of Sales Order Processing in sage1000 and other relevant systems
- Use of standard and bespoke reports in sage1000 and other relevant systems
- Working knowledge of Microsoft Office products such as Excel, Word, Access and PowerPoint is desirable.
- To be willing to learn all new sales software relevant to the job's success (such as Qlikview)

### **Literacy and Numeracy:**

- Competent author of business letters
- Ability to understand and adapt concepts of discounts for customers.
- Understand the existent discount structures and to create effective bespoke ones

### **Business and Selling Skills:**

- Must be an excellent face-to-face and telephone communicator.
- Ability to achieve genuine sales development.
- Ability to work under pressure and to deadlines.
- To become familiar with the key account pricelist and how it is offered and utilised with customers.
- Creating bespoke promotions for customers and emphasis a business development role (with support/input from Sales and Goods-In).
- Create promotional plans for wholesalers in advance, in conjunction with Goods-In and Marketing
- Book advertising in other wholesaler catalogues to support new product listings
- Liaise with marketing with budgets, artwork and completing new product listings

## Definition of wholesale customer base

1. **Wholesalers:** These are customers who purchase our products in volume in order to sell on to their own customers.
2. **Key Account:** These are customers who order our products in volume and receive a bespoke price list alongside our regular price list – products in the ‘key account price list’ are subject to a higher discount than non key account products. These discounts vary according to each customer. Customers who receive our key account price list can include wholesalers and retailers.
3. **Haulier/Export customers:** these are customers who have our products delivered by independent carrier – normally because they are outside of our immediate delivery area. Often these customers will order in volume.
4. These customers should be visited every two to three months (or in the case of wholesalers, according to their own price list schedule), where our new lines and promotions can be presented and suggestions for taking on more of our existing lines can be made. These should prioritise the Essential brand, agency lines, new lines and existing products. This area of the role will work closely with our goods in / purchasing sector.

## Person Specification

| CRITERIA   | ESSENTIAL | DESIRABLE | A | I |
|--|-----------|-----------|---|---|
| <b>Experience</b>  |           |           |   |   |
| Experience of using computers, word processing and spreadsheet applications (ideally Microsoft Office).  | *         |           | * | * |
| Experience of Sales Order Processing and using reports (e.g. Sage1000, Qlikview, Line 500)   | *         |           | * | * |
| Working in a customer service role and marketing awareness.  | *         |           | * | * |
| Working in a worker co-operative.  |           | *         | * | * |
| Working productively in a busy office environment.   |           | *         | * |   |
| <b>Knowledge</b>   |           |           |   |   |
| Some knowledge of worker co-operatives.  | *         |           | * | * |
| Some knowledge of the operation and structure of Essential Trading Co-operative Ltd, and its industry.   |           | *         | * | * |
| Sales and marketing knowledge, and its development.  | *         |           | * | * |
| Knowledge of discount structures and promotional plans.  | *         |           | * | * |
| <b>Skills</b>  |           |           |   |   |
| Exceptional interpersonal skills and negation skills, with an ability to build strong relationships and networks.  | *         |           |   | * |
| Good oral communication skills, e.g. speaks clearly and concisely, good listener.  | *         |           |   | * |
| Good written communication skills, e.g. can communicate effectively with a range of readers.   | *         |           | * |   |
| Ability to remain objective and professional.  | *         |           |   | * |
| Good organizational skills. Can work successfully with others and independently to administer multi-stage processes to achieve targets over some months.                         | *         |           | * | * |
| Can work supportively in a team.   | *         |           | * | * |
| Can build and maintain strong working relationships.   | *         |           |   | * |
| Can remain calm and professional and work effectively when under pressure and deadlines.   | *         |           | * | * |
| <b>Qualities</b>   |           |           |   |   |
| Is supportive to colleagues. Demonstrates loyalty and commitment to co-workers and the co-operative. Can actively promote the co-op.   | *         |           |   | * |
| Anticipates problems proactively and shows initiative for problem-solving and generating new ideas.  |           | *         | * | * |
| Willingness to take responsibility for end-to-end oversight of new product listings.   | *         |           | * | * |
| Trustworthy with confidential information.   | *         |           | * | * |
| Flexible and willing to undertake a range of diverse tasks and to work the hours required for the successful completion of tasks, inc. weekends and away from home occasionally. | *         |           | * | * |
| Willingness and ability to travel within the UK (full, clean driving licence)  | *         |           | * |   |
| <b>Other</b>   |           |           |   |   |
| Willingness to undertake additional training.  | *         |           | * |   |
| Can offer 1 years commitment   | *         |           |   | * |

A = Application form  
I = Interview