

## JOB DESCRIPTION

<b>Job Title:</b>	Internal Sales Engineer (Electromechanical)
<b>Salary:</b>	£
<b>Location:</b>	Coulton Instrumentation Ltd
<b>Hours:</b>	37.5 (full time)
<b>Reporting to:</b>	<b>Malvern Jones</b>
<b>Direct Reports:</b>	None

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### **Main Purpose:**

In this role you will be the technical specialist responsible for a range of instrumentation and valve products, acting as a referral point to both colleagues and customers.

A key member of the Sales team you will build close relationships with our customers in dealing with technical sales enquiries, producing accurate and competitive quotes and being able to source solutions to meet their needs.

You will work closely with the Managing Director to build key accounts with both customers and suppliers. This includes responsibility for keeping up to date sales literature and maintaining stock levels for your products to enable the business to respond appropriately.

### **1. Principal Tasks and Accountabilities**

#### **Technical Sales**

- Manage and interpret both new and existing customer requirements – to understand, anticipate and practically meet their needs.
- Offer customers a product or service that best satisfies their needs in terms of technical specification, quality, price and delivery, for your range of products.
- Provide pre-sales technical expertise and product education to new and existing customers.

- Calculate accurate and competitive sales quotations and prepare tenders, proposals, designs and technical documents to meet customer deadlines.
- Follow up quotations in a timely manner to secure profitable orders.
- Negotiate contract terms and conditions to meet both customer and business needs.
- Offer after-sales service and support to develop and grow long-term relationships with new and existing customers.
- Build close relations with key suppliers in order to develop in-depth knowledge of your product range and to understand new product developments.
- Solve customer problems in terms of technical solutions and design of custom-made products.
- Analyse costs of sales, to be able to make informed pricing recommendations for core and new business opportunities; and propositions in emerging markets.
- Prepare pricing and sales reports to contribute to the overall business strategy, including use of benchmarking to gauge market levels accurately.
- Attend and actively contribute to Sales meetings to keep colleagues informed about customers and your product range.
- Attend occasional site visits and customer meetings in order to provide technical expertise for your product range.
- Maintain appropriate levels of sales literature, instruction manuals, certification booklets and evaluation reports for your product range.

### **Technical Referrals**

- Liaising closely with members of the team to provide a technical point of reference for your range of instrumentation and valve products.
- Providing mentoring support and technical training to new employees to include supervision of quotes and proposals for your product range.
- Test and repair both returned goods and repair goods in accordance with work procedures QP67 and QP80.

## Sales Co-ordination

- Receive and accurately log customer sales enquiries for your products onto our customer database.
- Take full details for any potential new customers to the business and follow credit checking procedures prior to orders taken.
- Accurately enter all sales orders onto Sage and raise relevant paperwork for Accounts. Issue a customer acknowledgement and forward with a covering email and any relevant paperwork within two working days. Refer to procedure QP30 for Sales Order Review.
- Raise accurate and timely purchase orders with suppliers in accordance with laid down procedures QP40 and QP45, Maintain historical files for all closed purchase orders and refer to procedure QP55.
- Be pro-active in progressing customer orders to completion and respond to customer progress enquiries within expected timescales.
- Be pro-active in notifying customers when there is a change in delivery date, or if there is any potential problem on a sales order.
- Check all purchase order acknowledgements within agreed authority limits or refer to the Technical Manager. Sign and date each page of an order acknowledgement after checking.
- Check all supplier invoices within agreed authority limits or refer to the Technical Manager. Sign and date each page of the invoice after checking. Pass invoices to the Managing Director for approval.
- Work closely with Stores in accordance with laid down procedures to ensure that customer orders are dispatched accurately and on time.
- Using the computer stock control system predict shortages of allocated products and recommend the placement of stock purchase orders to the Managing Director.
- Make stock changes to products in accordance with work procedures QP65/1 and QP65/2.
- Maintain a stock of emergency spares at levels agreed with the Technical Manager.
- Analyse common product faults and make any recommendations for improvement to the Technical Manager.

- Working for a small SME you will be required to work collaboratively and flexibly to meet the overall needs of the business, as and when required.
- Keep the sales area and your personal workspace clean and tidy. Keep files and bookshelves in proper order.
- Be aware of and implement the Companies QA procedures.

## **2. Management**

- Managing and prioritising day to day activities including quote, order and invoice deadlines.

## **2. Key Relationships**

- All Colleagues at Coulton Instrumentation.
- Customers and external suppliers.

## **3. Scope of Authority**

- Undertake duties within agreed parameters.

## **4. Resources**

- Observe personal duty of care in relation to use of company equipment and resources in the course of own work.

## **5. Policies and Procedures**

The post holder is required to:

- Adhere to company policies and procedures at all times.
- Take all reasonable steps to manage and promote a safe and healthy working environment which is free from discrimination.
- Comply with client confidentiality and the Data Protection Act 1988 as amended, relating to information held manually or on computer systems.
- Respect the confidentiality and privacy of clients and staff at all times.

*This job description is designed to give you an overview of the main tasks and responsibilities for this position. As the Company evolves and grows over time this job description may be changed in consultation with you. You will be expected to embrace such changes, to work flexibly, and to rise to the challenge of developing your skills over time.*

PERSON SPECIFICATION: INTERNAL SALES ENGINEER			
Requirement	Essential	Desirable	Met
<b>Criteria 1: Qualifications</b>			
HNC in electrical engineering or equivalent craft apprenticeship.	√		
2:1 degree in electrical, electronic or control and engineering.		√	
<b>Criteria 2: Experience</b>			
3 years working in a product sales environment for process measurement and control products	√		
Producing accurate technical quotations, specifications and instruction manuals	√		
Working with customers and suppliers to build profitable and long-term working relationships	√		
Being a technical point of reference for customers and colleagues	√		
Producing accurate sales orders and all relevant paperwork	√		
<b>Criteria 3: Skills</b>			
Customer focused approach with excellent communication skills	√		
Problem solving approach	√		
Able to analyse and compare our products with market competitors	√		
Accuracy in quoting and pricing	√		
<b>Criteria 4: Knowledge</b>			
Knowledge of some or all of our product range (see website for details)	√		
Good IT skills, including Microsoft products: Word, Excel and Access and also AutoCAD	√		
Knowledge of 17th addition of Wiring Regulations		√	
<b>Criteria 5: Other</b>			
Conscientious, good team worker, cooperative, reliable, efficient, and diplomatic.	√		
Willingness to learn new skills	√		
Self-motivated	√		
Passionate about service delivery	√		
Able to balance your own needs with the needs of the business	√		