

## Job description

<b>Job Title</b>	<b>Sales and Customer Experience Executive</b>	
<b>Mission:</b>	Engage with leads and enquires through inbound channels, upselling and cross selling to existing customer base and handle the retention process to contribute to the overall success of the company.  <b>Deal with e-Commerce customer communications to achieve a successful customer experience from order to delivery.</b>	
<b>Outcomes</b>		<b>Comments</b>
<b>Sales</b>	<ul style="list-style-type: none"> <li>• Receiving and handling inbound phone calls, as well as responding to inbound enquiries through the website</li> <li>• Record lead history, activity and customers response in detail within our CRM system</li> <li>• Build and maintain a pipeline of opportunity</li> <li>• Identify cross selling and upselling opportunities within our existing customer base.</li> <li>• Liaise closely with Customer Services team to identify customers at risk of cancellation &amp; provide feedback to identify solutions and pro-active contact for offering alternative products where possible</li> <li>• Deal with customer cancellations, taking the customer through a retention process.</li> </ul>	
<b>E-Commerce</b>	<ul style="list-style-type: none"> <li>• Own any issues raised by customers and see the issue through to resolution keeping the customer informed during the process</li> <li>• React to customer queries in a timely fashion, with priority given to ensure the customer receives positive consideration</li> <li>• Working closely with the distribution and marketing teams to ensure up to date communications are given to customers at every step of the purchasing process</li> <li>• Communicate with customers in consistency with the Company ethos and understands tone of voice required when dealing with domestic customers/ecommerce customers</li> <li>• Identify customers who may be better placed within the group's delivery system</li> <li>• Obtains reviews from customers (Google reviews)</li> </ul>	

<p><b>Personal career development</b></p> <ul style="list-style-type: none"> <li>• Identify areas of personal development and create an annual action plan to support and execute it.</li> <li>• Explore the use of SMART targeting Specific, Measurable, Attainable, Relevant, Time-bound.</li> </ul>	
<p><b>Key Competencies</b></p>	
<ul style="list-style-type: none"> <li>• Experienced with sales and customer service</li> <li>• Understanding the needs of external and internal customers</li> <li>• Oral Communication with a good phone manner</li> <li>• Strategic thinker</li> <li>• Strong personal presence with the ability to influence key stakeholders</li> <li>• Tenacious, organised, analytical and commercially focused</li> <li>• Must be proficient with spreadsheets, calculations and be quick to learn new software</li> <li>• Able to work to work within a team but be able to make decisions independently when needed.</li> <li>• Assertive and have a sense of urgency to meet deadlines</li> <li>• Produces structured and logical emails, reports and presentations</li> <li>• Understands the needs and goals of customers and other teams within the business</li> </ul>	
<p><b>Red Flags</b></p>	
<ul style="list-style-type: none"> <li>• Fails to support the marketing and wider teams or has little time for them</li> <li>• Fails to listen or misunderstands customers' needs</li> <li>• Fails to get back to stakeholders following enquires or queries</li> <li>• Is complacent about customer service</li> <li>• Avoids or ignores opportunities to develop and improve the business</li> <li>• Puts own agenda ahead of the team</li> <li>• Doesn't allow for 2-way conversations or feedback</li> <li>• Passes the buck or blames others</li> <li>• Is arrogant, overconfident, intimidating and aggressive</li> <li>• Panics under pressure</li> <li>• Does just enough to get by</li> <li>• Lacks passion</li> <li>• Lacks accountability and frequently misses deadlines</li> </ul>	

Location: Wimbledon / possible flexibility on location

Reporting to:

**This job description is not a definitive list of responsibilities but identifies the key components of the role. The specific objectives of the post holder will be subject to review as part of the individual performance review process.**