



JOHNSONS NURSERIES

Job Description

Title: Sales Executive

Reports to: Amenity Sales Manager

Responsible for: No direct reports

Job Purpose: Develop sales and profitability in the Amenity sector through the effective management of existing accounts and seeking out and developing trading relationships with new customers.

Key Responsibilities and Accountabilities:

1. Sales
2. Sales administration
3. Health and Safety
4. General

1. Sales

Be responsible for a geographical area to develop and maintain sales and maximise further opportunities from existing and new customers.

Be responsible for the completion and return of plant tenders on short time scales and assist with general tenders.

Maintain relationships with clients by providing support, information, guidance and recommending products, maximising sales opportunities, profit, and margin.

Deal with email and tele-sales enquiries in a responsible way to ensure customer satisfaction.

Liaise with customers regarding their orders, send order confirmations and discuss alternative plants as required.

Develop and maintain awareness of the company and its products and use this to help achieve sales.

Take a pro-active approach to selling the company's products and services to customers by follow up calls, and occasionally site visits and attending exhibitions.



Gain and maintain a high degree of market awareness and competitor awareness to identify improvements within the sales function.

Meet/exceed agreed sales targets and margin targets.

Prepare weekly sales reports.

2. Sales administration

Input sales orders on to SAP following the correct procedures.

Deal directly with customer complaints in accordance with our procedures.

Maintain the CRM database, supplying and updating information as appropriate.

2. Health and Safety

Ensure that you remain compliant with health and safety regulations and always accepted safe practice. Report any health and safety issues or contraventions witnessed anywhere within the business to your manager or a director.

3. General

Participate in other duties as and when required.

Comply with all policies and procedures within the company.

Carry out your job in line with our Equality, Diversity, and Inclusion Policy.

Work with all employees within the company in the fulfillment of our aims.

-ENDS-

This job description is a general guide to the duties you will be expected to carry out. Flexibility is required to ensure that the needs of the business are met.

