



## Job Description

<b>Job Title:</b>	Sales Executive
<b>Contract:</b>	12 months fixed-term
<b>Hours:</b>	Full time - 35 hours per week
<b>Salary:</b>	£25,900 per annum
<b>Accountable to:</b>	CEO, Knowsley Disability Concern
<b>Location:</b>	Based at Your Payroll, 263a Tarbock Road Huyton, Merseyside, L36 OSD, with travel throughout the North West Region and occasionally further afield.

### Background

Your Payroll delivers a professional, reliable and cost-effective payroll processing service for around 800 clients mainly based in Knowsley and Liverpool.

Established in 2006, Your Payroll is the trading subsidiary of Knowsley Disability Concern, a charity providing support services to help disabled people and those with long term conditions to have more choice, control and independence.

Your Payroll seeks to appoint an experienced sales professional to increase its customer base, which is made up of two distinct markets:

- People who use individual health and social care budgets from their local authority to employ personal care assistants, their families and carers; and
- Small to medium sized enterprises, new start-ups and voluntary sector organisations

Your Payroll has an excellent reputation for delivering individual payrolls and has approved provider status within a number of local authority areas outside of its customer base in Knowsley and Liverpool.

Less successful is our market profile within the commercial sector and hence our investment in this new position.

This role will spearhead a new focus to increase sales to SMEs, helped by a new website to be launched in September along with a range of promotional materials aimed at the business to business market place.

Your Payroll has a unique selling proposition which differentiates it from other payroll service providers. This is its relationship with its parent charity, Knowsley Disability Concern, whereby Your Payroll gifts all of its profits to further the charity's aims and help improve the lives of disabled people.

**Job Purpose:**

To drive revenue growth through securing new clients and service contracts in the business sector and increasing take up by individuals in local authority areas outside of Knowsley and Liverpool.

**Key Result Areas:**

- The number of SME clients is increased in line with agreed targets
- A market share of individual employers in local authority areas outside of Liverpool and Knowsley is secured
- The existing client base is protected and preserved
- Your Payroll's brand awareness across the North West is improved

**Principle Duties and Responsibilities:**

The role involves working independently to:

- Identify and develop sales opportunities within the two key markets through proactive prospecting over the phone, face-to-face, and via networks
- Plan and carry out direct sales activities, including creating and conducting proposal presentations
- Respond to and follow up on all inbound sales enquiries by email, telephone and client site visits
- Deliver promotional activities to potential user groups, forums and at social care market-place events and conferences
- Contribute to the development and delivery of marketing resources and campaigns, including materials, brochures and digital presence
- Maintain accurate records of all pricings, sales, and activity reports
- Establish referral partners and maintain networks and contacts that lead to sales
- Maintain market awareness and competitor intelligence and influence product/service development
- Be a role model for the company culture
- Any other duties considered necessary to further the aims of the organisation.

## **Requirements**

The successful candidate shall possess the following knowledge, skills and attributes:

- Sales experience ideally within the professional services (accountancy/ payroll/HR or similar) market sector
- Experienced in developing new business in a B2B environment
- Ability to work autonomously, setting appointments, meeting clients face to face and working to annual revenue targets and various KPIs
- Good time-management, self-motivation and organisational skills

## **General requirements:**

- You will be required to attend staff meetings, external events and other meetings as required and be become familiar with and adhere to all of the organisations policies and procedures and to comply with health and safety requirements.
- Travelling is an integral part of this role. Drivers must hold a full driving licence and Class 1 Business Use Insurance. Non drivers must be able to arrange the necessary travelling, giving consideration to the needs of the role and the incompatibility of public transport.

**August 2018**

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*Steve Morgan*  
FOUNDATION

## Sales Executive – Person Specification

Requirement	Essential	Desirable
<b>Skills and Effectiveness</b>	<ul style="list-style-type: none"> <li>▪ Highly organised with excellent time management skills</li> <li>▪ Ability to prioritise workload and work with minimal supervision</li> <li>▪ Ability to communicate well with people at all levels and from a variety of backgrounds</li> <li>▪ Strong rapport building skills and the ability to build relationships</li> <li>▪ Highly motivated and results oriented</li> <li>▪ Excellent telephone and face to face communication skills</li> <li>▪ Experienced in making presentations to small and large groups at all levels</li> <li>▪ Excellent computer skills; use of MS PowerPoint, Word, Excel and Outlook, databases, CRM systems</li> <li>▪ Ability to multi-task whilst paying strict attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ability to present information to a range of audiences, clearly and concisely</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>▪ Professional sales experience within service-related industry</li> <li>▪ Relevant sales experience in a target driven role</li> <li>▪ A proven track record of achieving new business sales</li> <li>▪ Producing progress reports</li> <li>▪ Delivering and maintaining social marketing activity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Track record in sales of payroll/payroll-related services</li> <li>▪ Knowledge of payroll systems and processes, including workplace pensions regulations</li> <li>▪ Understanding of personal budgets and direct payments in the context of health and social care provision</li> <li>▪ Planning and delivering marketing campaigns</li> </ul>
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Good standard of education</li> <li>▪ GCSE English &amp; Maths</li> <li>▪ High standard of spoken and written English</li> </ul>	<ul style="list-style-type: none"> <li>▪ University Degree</li> <li>▪ Diploma or similar qualification in Business Administration</li> <li>▪ GNVQ in related subject</li> <li>▪ CIPP qualification</li> </ul>