

Audio Sales Account Manager

Reports to: BD Manager

Based: Reading

About the role

You will be a key member of the growing Sales and Business Development team - finding, meeting & responding to client requests to support their purchasing needs by supplying AV equipment & services.

You will be responsible for managing multiple clients achieving sales targets, building relationships with new clients whilst nurturing existing relationships. You will be a hard-working, dynamic, committed and self-motivated individual with industry & technical experience you will be fulfilling a field-based sales role with customer service and client interaction at its core, ensuring that best service is offered to our clients of all sizes.

Key responsibilities and accountabilities:

- Regular Client & Relationship visits – expectation that 4 or 5 days a month are spent visiting clients
- Actively generate new sales activity.
- Account Management – customer needs, relationship, customer feedback, opportunities for client growth
- Ensure that each contact knows what SFL Group, FE Live & d&b solutions can offer
- To provide quotes in a timely manner & follow up on leads
- Attend networking trade show events to push FE Live & SFL Group & strengthen relationships, see the emerging kit coming to the market
- Be one of the main points of contact for sales – trade and end user
- Regular financial reporting to support business planning and forecasts.
- Communication of product awareness – courses, new products to market
- Update CRM System regularly with client contact, market intel & leads
- Work effectively with the Marketing department to develop consistent lead generation, new business ideas and opportunities.
- Keep abreast with products, market conditions and competitive activities
- Work with the wider sales and installs team for installation projects and handover of project
- Supplier relationships management & Follow leads from manufacturers
- Sales process by using Inspire & Salesforce from start of quote to invoicing & delivery documentation
- To introduce SFL Group to consultants as a potential installer with the suitable pedigree to quote and deliver projects. Develop these relationships to the point SFL Group is regularly asked to tender.
- To be a point of contact, alongside the buying team, for our suppliers. Receive updates and training on new products, evaluate products and where appropriate share the information with the wider company.
- An ability to source quotations from external suppliers as and when necessary

Person Specification:

Essential:

- Values and invests in relationships with others, team members, clients
- Driven to learn and innovate to find new solutions for customers.
- Listens to understand problems with the view to help find solutions.
- Proactive, good stewardship of available resources
- Committed to delivering quality and professionalism with a high attention to detail
- Team orientated with demonstrable leadership skills
- Calm under pressure, extremely organised, pro-active with excellent interpersonal skills
- Able and willing to travel throughout the UK
- Focus on excellent customer service
- Technical knowledge of Sound, Lighting and/or Visual systems and their applications
- Punctual, trustworthy and honest

Desirable:

- Knowledge of Inspire and Salesforce
- Understanding of current industry product lines (e.g. d&b, Digico, Shure, Sennheiser, Sony, Midas, Yamaha, Barco etc)

Hours: 40 hours per week, 9-5.30 Monday to Friday.

Willingness to work outside of Mon-Fri 9-5.30 when on-site / as required

Holiday: 28 days (including Bank Holidays)

Location: SFL Group, Unit 5, Headley Park 10, Woodley, Reading, RG5 4SW

Salary range: £25,000- £30,000 plus pension

Updated March 2023