



JOB DESCRIPTION

SALES REPRESENTATIVE	LOCATION Gravesend and Paddock Wood, Kent
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1. Post Details:

Post Title	Sales Representative
Accountable to	Operations Manager
Salary	Base salary of £14,000, with sales commission of up to £10,000
Hours	Contracted hours of work are 37 hours per week, but this may include evening and weekend work where necessary to meet the requirements of the role
Term	Six month fixed-term contract
Start date	March 2016

2. Context:

Auto22 is a social enterprise offering car servicing and repairs in Kent. It is owned by the national charity Catch22, and seeks to offer a high quality and fair service for its customers, whilst offering a first step into the automotive industry for young apprentices where they can learn from expert technicians. Auto22 has recently installed MOT bays in their two locations in Kent to expand their capacity and to offer an end to end service for their customers, and their priority now is to ensure this brings in new customers to grow the business.

The Sales Representative is tasked to secure a significant volume of new “business to business” sales, while maintaining our ethos as an ethical business. This role could be open to someone at any point in their career, including people at the very start of their career, provided that they have the drive and commitment to close new business for the garage. The right candidate should be a strong communicator, able to build relationships and to convey the benefits of using Auto22 compellingly. Prior knowledge of the automotive industry would be desirable but not essential.

3. Job Summary:

- Research high potential businesses within a realistic catchment area of the Auto22 garage sites, which have fleets of cars not under manufacturer servicing agreements and are open to building an ongoing relationship with a garage



- Cold-call sales targets and understand their automotive repair and servicing needs, conveying the benefits of the Auto22 offer in a short period of time, and seeking to be put through to a decision maker
- Visit warm leads and seek to build a relationship, continuing with calls and visits as much as the relationship and customer permits until the business is secured
- Strike an appropriate balance between pursuing sales leads and promoting Auto22, while not hassling customers or misrepresenting our services
- Convey customer feedback to the Operations Manager and to the Site Manager at Paddock Wood, and discuss potential changes to the customer offer as appropriate

4. Organisational Relationships:

- Dual reporting to the Operations Manager for Auto22 and the Catch22 marketing lead
- To sustain positive working relationship with the Site Manager at the Paddock Wood garage, to ensure appropriate sales targets and messaging
- To sustain a positive working relationship with the Head of Social Enterprise at Catch22, communicating progress clearly
- To build and maintain positive relationships with infrastructure organisations such as ARI Fleet Management and 1Link which facilitate B2B sales

5. Main duties:

- Build and maintain a database of potential “business to business” sales targets within a realistic catchment area of the Auto22 garage sites, which have fleets of cars not under manufacturer servicing agreements and are open to building an ongoing relationship with a garage
- Cold-call sales targets to understand their automotive repair and servicing needs; this includes using a script agreed with the Catch22 marketing lead and the Auto22 Operations Manager, conveying the benefits of the Auto22 offer in a short period of time, seeking to be put through to a decision maker, and ideally agreeing a visit in person
- Visit warm leads and seek to build a relationship, continuing with calls and visits as much as the relationship and customer permits until the business is secured
- Negotiate bespoke offers for potential business customers where appropriate, with guidance from the Operations Manager



- Strike an appropriate balance between pursuing sales leads and promoting Auto22, while not hassling customers or misrepresenting our services
- Convey customer feedback to the Operations Manager and to the Site Manager at Paddock Wood, and discuss potential changes to the customer offer as appropriate
- Research potential platforms which connect garages to business customers, such as our current relationships with ARI Fleet Management and 1Link
- Develop plans to maximise our return from such platforms for approval by the Operations Manager, and execute on those plans

To find out more, please contact office@auto22.co.uk with the subject heading 'Sales Representative'.



Auto22	PERSON SPECIFICATION
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Sales Representative

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications/ Experience	<p>Minimum of 5 GCSEs at A*-C</p> <p>Experience of securing sales, either in work or in education or personal life</p>	Exposure to automotive industry preferred
Knowledge	<p>Basic understanding of revenue and costs</p> <p>Basic awareness of different industries and where vehicle ownership is likely to be highest</p>	
Skills/ Abilities	<p>Fast learner, able to hit the ground running, with strong ability to comprehend the dynamics of vehicle maintenance and small business fleet management</p> <p>Highly confident and able to use own initiative, e.g. to propose new strategies to bring in business sales</p> <p>Excellent organisational skills</p> <p>Excellent oral and written communication skills</p> <p>Holds a clean, valid UK driving license</p> <p>Able to establish good rapport and engage with a potential customer's priorities</p> <p>Able to work cooperatively and flexibly with others, drawing on their knowledge as necessary to offer a compelling proposition to potential customers</p> <p>Able to build and maintain a basic database in excel</p> <p>The ability to originate, introduce and be open to new practices, concepts, ideas and change and to creatively solve problems</p>	
Valuing Diversity	<p>A commitment to integrating diversity and cultural issues into their work</p> <p>Shows enthusiasm for diversity-related issues and opportunities – promotes related values and opportunities to others</p>	
Other	<p>Highly persistence and willingness to work hard as necessary to deliver results</p> <p>A passion for achieving positive outcomes for young people and commitment to the ethical values of Auto22</p>	