

SALES DELIVERY EXECUTIVE (EDUCATION)

2021

Reports to: Sales Delivery Manager • Location: Rapid HQ, Colchester



Purpose of the Role

The Sales Delivery Executive (SDE) is a confident and effective communicator; driven by building lasting customer relationships and a desire to succeed. Accuracy, attention to detail and the ability to work as part of a team across the education sectors will be critical, as is the drive to improve sales performance.

Rapid's SDE's work closely with the Internal and External Sales Teams, Education and Customer Support Teams to deliver an efficient sales support function.

This is to include:

- Providing administrative support to Business Development Managers (BDM's), Business Development Executives (BDE's), Education Buyers and the Sales Delivery Manager.
- Cleansing and maintenance of accurate customer databases
- Liaising with the Warehouse Team, Procurement Team and Customers to develop an efficient and well-managed POS to delivery service for customers
- Seeking out future project opportunities and generate leads for the Internal and External sales teams
- Acting as a Brand Ambassador for Rapid, actively promoting and participating in campaigns and sales strategies

- Keeping abreast of the latest developments in the Education sector to drive growth
- Management of communal workstreams
- Consistently recognising and driving system and process improvements

Key Accountability

The SDE is responsible for delivering an efficient sales support service to Rapid's sales function across the Education Sector. This is a sales-focussed administrative support role and the onus is on carrying out processes and taking part in activities that enhance the sales process for both the sales teams and the customer. There is an expectation that the SDE will participate and engage in sales campaigns and initiatives.

The important indicators for success in this role are:

- Reduction in errors across the business
- Generation of warm leads for Education BDM's and BDE's
- An increase in underlying sales through all channels including telephone, e-mail, online and eProcurement
- An increase in Customer accounts across all customer segments
- Effective maintenance of customer data

- Attainment of role specific Key Performance Indicators
- Migration of telephone, fax and e-mail orders to online and eProcurement
- Evidenced willingness to support other departments where circumstances dictate

Role Specific Attributes

- Confidence to proactively deliver a high number of customer engagements consistently and enjoy the customer conversations
- Excellent communication and influencing skills
- Excellent attention to detail, time management and prioritisation skills
- A flexible, Team Player, driven by individual and corporate success
- The ability to remain focussed and maintain a consistently enthusiastic approach
- Capable of managing multiple sales projects in addition to day to day activity
- A positive and solutions-focussed approach to problem-solving
- Underlying interest in and/or experience of the education sector in a work environment

Rapid

Rapid part of the **CONRAD** Group

Supporting Structure

The SDE works in partnership with the Sales, Procurement and Marketing Teams to deliver their plans supported by Rapid's commercial strategies. The SDE is supported by Rapid's Technical Support and Customer Support teams and reports to the Sales Delivery Manager.

Responsibilities

1. **Department & Company aims.** To ensure that every effort is made to live and breathe Rapid's core values to achieve the department and company aims and objectives.
2. **Team Culture.** Positively contribute to the Internal Sales High Performance Culture and deliver against best working practices as defined by the team charter.
3. **Delivery of Company campaigns.** Work with the Sales Delivery Manager and ISEs to deliver the quarterly plan of campaigns. Provide administrative support in these to ensure outbound sales opportunities are maximised.
4. **Development of lean processes.** Work in a manner that consistently improves processes and reduces unnecessary contact.
5. **Sales support.** To provide sales-based support to the Sales and e-Commerce teams in alignment with the service-based support offered by Customer Experience.
6. **Increase Business Share.** Exceed individual targets in conjunction with Rapid's profitability targets by increasing underlying use of Rapid product ranges and targeting project based new business.
7. **Enquiry and Quote management.** In support of others, create, manage and deliver quotations leveraging Rapid's value proposition in line with the Company Pricing Policy.
8. **Critical Competencies.** To undertake the necessary training and development as required to support own personal performance in the role including understanding our product portfolio and relevant new technologies.
9. **Service Excellence.** Ensure all customer service issues are resolved by Rapid's Customer Services Team.
10. **Customer Data.** Consistently use and maintain Rapid's CRM to record relevant customer contacts, as well as improving customer data to support the contact specific marketing strategy.
11. **GDPR.** Ensure full compliance with General Data Protection Regulations.
12. **Sales Delivery Team.** Any other duties assigned by the Sales Delivery Manager, relevant to supporting operational performance.

Rapid Core Values

Great Attitude

- Bring energy to the team every day
- Motivate and inspire others with a positive outlook
- Build meaningful relationships with colleagues and contacts
- Address problems in a positive way
- Listen carefully, reflect and think broadly, with agility

Be Successful

- Prioritise own workload and be proactive in the pursuit of goals
- Accountable for own performance delivering business goals over personal gain
- Always set expectations and dependencies and deliver to them
- Diligent approach to the detail but not losing sight of the objectives
- Maintain a work/life balance and not be easily distracted

In a Professional Way

- Always punctual with a professional approach
- Dependable due to reliability, flexibility and integrity
- Exceed both customer and colleagues expectations
- Proactively communicate internally to enhance the success of our common goals
- Take pride in sharing your, or Rapid's success externally

With a 'Be Better' Mindset

- A high degree of learning ability, drive and ambition to succeed
- Confident and can articulate strengths and development areas
- Listen well to constructive feedback from line manager and give feedback with good intent
- Positive attitude towards shared goals and set challenging personal objectives
- Constantly look for innovative working practices and processes
- Belief in the ability for new technology to improve our environment and wellbeing

Quality – "Our Commitment"

Our Mission is to enhance the UK's engineering and manufacturing capability through 3 distinct customer sectors utilising Rapid's technical, supply chain and eCommerce capabilities.

The key to achieving this is by operating an Integrated Quality Management System (IMS) in accordance with ISO 9001: 2015, ISO 14001 and ISO 45001 and embedding a Continuous Improvement way of working and culture. It is expected that you understand how this commitment to quality affects your day to day role and how you can help to strive for constant improvement in this area.

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The logo for Rapid, featuring the word "Rapid" in a bold, italicized sans-serif font with three horizontal lines above the letter "R".

Rapid part of the  Group