

# SALES DELIVERY EXECUTIVE

2022

Reports to: Customer Support 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 multiple 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, Warehouse Exports and Customer Experience Teams and e-Commerce Manager 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), Internal Sales Executives (ISE's), and the and Sales Delivery Managers
- Cleansing and maintenance of accurate customer databases
- Liaising with the Warehouse Exports Team, Procurement Team and Customers to develop an efficient and well-managed point of sale to delivery service for overseas 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
- Promoting channel shift and e-Commerce opportunities whilst undertaking administrative processes at the request of the e-Commerce Manager
- 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 all Customer segments. 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 BDM's, BDE's and ISE'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

## 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

**Rapid**

Rapid part of the **GNRAD** Group

## Supporting Structure

The SDE works in partnership with the Sales, e-Commerce, 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 Experience 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. Export Sales.** To take complete responsibility for the administration of Export queries including standard quotations, courier liaison and improving the customer journey.
- 4. Self Development.** Be self-motivated, accountable and understand your own development and career goals. Be responsible for, review and maintain your personnel development plan. Take personal responsibility of your training needs/programmes.
- 4. Account Planning & Management.** Have awareness of portfolios, their strategy, goals & performance. Support the individual strategies to ensure prioritisation of target customers. Work to a high level of customer service to ensure high level of customer satisfaction and retention. Be involved with other duties assigned by the Sales Delivery Manger relevant to supporting operational performance.
- 5. Business Development.** Supporting the growth plan and up selling linked to campaigns, lead management, samples and non-portfolio customers. Maintenance, retention and growth of target markets and customers. Support qualification and process of campaigns and lead management. Data management to support regional/portfolio plan.
- 6. Understanding Rapid Offer.** Understand the Rapid BUs and type of customers and products. Understand the region/portfolio/BU. Active participation in training of strategic brands and products.
- 7. Market/Industry Competitor Knowledge.** Awareness and understanding of wider market and Rapid's place in it. Understand the BU market & products. Maintain bespoke company systems and databases regularly and with accuracy.
- 8. Core Sales Process.** Maximise use of CRM & tools to support sales/business development. Accuracy and attention to detail essential. Provide sales based support to the sales teams in alignment with the measurable KPI's and targets such as 0% error rate. Effectively manage sales support via CRM, T&TD, lead qualification and management, sample requests, PP agreements, campaigns and telephone call responses. Manage and deliver quotations leveraging Rapids value proposition in line with the company policy. Ensure full compliance with General Data Protection Regulations.
- 9. Management Sales Process & Tools.** Follow through on commitments and makes sure others do the same. Takes personal responsibility for decisions, actions and failures. Establish clear responsibilities and processes for monitoring work and measuring results. Seek & give feedback. Have a team approach to CI, give and receive feedback, with accuracy and attention to detail. Correct use of systems. Make effective use of CRM.

## 10. Deliver Results.

Exceed company/BU/Individual target  
100%+ achievement to Company/BU target. 80% of growth from strategic suppliers.

## 11. Leadership.

Live the CORE values. Lead by example, be willing to learn, share successes, be open to constructive feedback.

## 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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