



eQD 001a Job Description (Sales Advisor)

**Job Title: Sales Advisor – Windows and Doors Industry**

**Office Location:** Banbury, OX16 2RL

**Sales Area:** M40 Corridor

**Hours of work:** 40 hours per week. Flexible to suit customer appointments.

**Days of work:** Monday to Friday. Occasional weekend appointments.

**Reporting to:** Sales Manager

**About Cherwell**

Cherwell specialises in the specification and installation of quality orangeries, conservatories, windows and doors across the West Midlands and the South East of England. Established in 1985, Cherwell is a family-owned, independent company based in Banbury, Oxfordshire, with showrooms located in Banbury and Beaconsfield. We have painstakingly identified and work with the best and most innovative manufacturers that our industry has to offer in order to give our customers a wide range of quality products to choose from for their installations, from timber to aluminium to UPVC. We have built our reputation on delivering quality home improvement and top class customer service.

Following a period of consistent company growth we have opened a new showroom in Beaconsfield, and as a result we are now recruiting an additional Sales Advisor to support our continued expansion along the M40 corridor.

**Role Overview**

The Cherwell Sales Advisor role is central to the company's success as we expand our sales territory. The successful Sales Advisor will have significant knowledge and experience of the window, door and conservatory industry and will be able to hit the ground running. You may come from a fitting or construction background and you will also have significant sales experience, preferably including selling a range of premium products (such as timber).

Customer leads are generated by Cherwell's sales and marketing department – mainly coming from our attractive showrooms in key locations, promotional events and our website. We also use quality company brochures and a library of images from previous installations to show customers. Office based Sales Associates will arrange customer appointments for you to attend so at least 50% of your time will be spent visiting customer sites. You will also spend time in our Banbury and Beaconsfield offices for sales team meetings and to prepare quotations. Although every effort is made to book appointments during office hours, you will inevitably have to attend evening and weekend appointments due to the nature of the role. The successful Sales Advisor will be prepared to be flexible in this respect in order to meet the needs of our customers and to close sales.

Cherwell believes in rewarding performance and so is offering a generous performance-related package.

**What Success Looks Like**

- High conversion of leads to sales
- Meeting sales targets and margin targets
- Consistently following company procedures on quotations
- Punctual arrival at all appointments
- Excellent customer feedback
- A harmonious sales team

**Personal Attributes and Experience**

<b>Essential</b>	<b>Additional Detail</b>
Professional	Looks smart and delivers a professional customer experience
Driven	Takes ownership of each sale and drives it to satisfactory completion. Has a hunger for making sales and works hard to secure each sale at the target margin.
Good listener	Understands customer requirements and offers relevant product information and advice.
Clear communicator	Communicates clearly with customers and also internally, particularly in managing your appointments diary. Ensures customers are advised when running late for appointments. Makes regular contact with a customer after a sales appointment until the lead is closed.
Team attitude	Is flexible towards working evening or weekend appointments when required. Works closely with the operations team to ensure customer expectations on product/installation lead times are managed and realistic from the start.
Attention to detail	Ensuring quotations are prepared in line with company procedures.
Desire to keep up to date with new products	Keeping up to date with changes to existing products and new products in the market.
Commercial knowledge	Maintains excellent awareness of competitor activity in the market place. Establishes reasons for lost sales – to whom and why.
Knowing your knowledge limitations	Knows when to pass technical queries on to the Surveyor or Sales Manager.
Proactive	Liaises with other members of the sales team regularly.
Previous sales experience	Is equally comfortable with selling jobs from a value of £2,000 up to a value of £100,000
Knowledge of windows and doors (or relevant) industry	Has sufficient technical knowledge to be able to hit the ground running as a skilled sales person in this specialist industry sector.
Computer literacy	Must be competent in using IT systems as Cherwell quotations and customer correspondence are carried out electronically. Training will be provided.

**Roles and Responsibilities**

- Keeping up to date with changes to your sales appointments diary
- Attending customer appointments as booked by the Sales Associates
- Taking window/door measurements for quotation purposes
- Giving customers relevant product options and information and helping them to choose the right specifications for their project.
- Specifying and scoping a proposed installation (including labour) in enough technical detail to be able to price a job accurately, liaising with Surveyor or Sales Manager if required.
- Liaising with the operations team to keep up to date with lead times in order to manage customer expectations
- Identifying obvious installations issues up front
- Pricing jobs and preparing customer quotations
- Proactively communicating with Sales Manager on a daily basis to feedback on leads
- Reviewing all sales contracts with the Sales Manager before handing over to the Operations team for carrying forward
- Attending weekly sales meetings
- Other tasks as requested from time to time

To apply for this role please send a CV and covering letter to [elidhforster@cherwelluk.com](mailto:elidhforster@cherwelluk.com) outlining why you think you are suited to the role.