

Role Profile/ Job Specification

Role Title:	Customer Sales & Relation Officer
Reports to:	Head of Customer Service & Sales
Responsible for (number of staff if appropriate):	N/A
Hours pw and details of shift requirements if appropriate:	37.5 Hours (Mon-Fri 9am-6pm)
Department/ Company:	Sales – Eaststone Specials

The Company:

Walkboost Ltd was established in 2003 and consists of **3 Pharmaceutical companies**.

In total Walkboost Group has c110 staff.

Maxearn Ltd is a parallel import company; **Quadrant Pharmaceuticals Limited** is a licensing company;

Eaststone Ltd is a Specials manufacturing company.

Brief Role Description:

Working as part of a small team, you will be responsible for managing the ongoing relationships with current customers, ensuring we get the optimal return from our customer base. You will also be responsible for promoting Eaststone services & brand awareness through effective interaction with targeted prospective customers, over the telephone and by scheduling visits.

Offer support to Customer Services; processing customer orders and enquiries accurately & efficiently, whilst performing a wide range of administrative duties to a high standard. You may also be required to assist the Dispatch Team with packing duties during busier periods.

Continually seeking for areas of improvement & ways to which offer superior customer service & engagement, ensuring that these complement the management of Eaststone in an efficient, effective, and professional manner at all times.

Key Responsibilities:

- Make outbound telephone calls to service existing accounts and acquire new business
- Establish new accounts by reviewing appropriate data and at the direction of sales leadership team
- Develop strong customer relationships to encourage account remaining an active “Current Customer”
- Responsible for monitoring & reporting on Customer retention, and continually seeking improvements surrounding customer retention, loyalty and new opportunities (including Prospect customer base)
- Review customer data for trends, patterns and casual analysis to assist in understanding customer activity/profiling
- Identify “lapsed” & “Gone Away” customers and seek win back opportunities for Sales Team to manage
- Maintaining all databases held by the business, and segmenting customers into appropriate sectors to enable accurate profiling

- Ownership of all new accounts, ensuring seamless setup, including sending out the welcome packs, performing GPHC checks, system updates, and courtesy welcome calls
- Working closely with Head of Sales to plan and help to schedule customer visits/phone calls in their diaries
- Monitor and action any incentives being offered to customers (new business, referral schemes)
- Suggestions and organising of customer entertainment
- Dealing with all product/general enquiries, & responding within current SLA
- Maintain internal database with daily actions/activities
- Developing metrics and measurements that will enable us to accurately measure the customer experience, based on wants and need
- Assist the Customer Service & Dispatch Team when required to do so

Key outcomes:

- Conducting outbound sales calls to targeted groups of customers with the objective(s) of new account acquisition; expansion; and existing account retention
- With support from Head of Sales and Customer Services teams, I am able to help grow the Eaststone business with an increase in retained customers, overall customer numbers, and revenue
- The delivery of my role is compatible with both our customers values and those of our business
- I receive positive feedback from external and internal customers
- Developing meaningful & professional relationships with our various segmented customers
- 90% of calls are answered within 15 secs
- Handle customer complaints and resolution with 48hrs
- Consistently achieve 90% results on active call monitoring

Competency requirements for the role - Refer to Walkboost Competency framework

Core competencies:

- Customer Focus
- Personal Integrity
- Drive and resilience
- Team working
- Developing self and others
- Exhibit strong rapport building skills
- Demonstrate good organizational and planning skills; must be self-motivated and disciplined

Additional competencies for the role and required level:

- Analysing & decision making – **Level 2**
- Managing Performance – **Level 2**
- Managing Change – **Level 2**
- Communicating with impact – **Level 2**

Person specification:

Qualifications: Essential

- Educated to GCSE's standard or equivalent

Desirable

- Degree/Higher education

Skills/ knowledge: Essential

Desirable

<ul style="list-style-type: none"> • Must possess computer proficiency, have skills in Microsoft products such as Excel, Word, PowerPoint, & Outlook • Good numeracy skills with the ability to analyse & interpret data, & use this to improve performance • Excellent selling, persuasion, & presentation skills. • Seek and actively listen to feedback • Excellent customer service skills • Team Player who initiates & develops relationships within the business & beyond • To influence in a non-hierarchical manner & be highly self-managed, confident of own judgment but ready to listen to others' needs & points of view • To quickly meet customer needs & resolve problems to avoid escalation issues • Use of initiative to enhance processes & increase efficiencies • Ability to overcome obstacles & present appropriate solutions 	<ul style="list-style-type: none"> • Experience using Sage 50/Sage ACT • Understanding of Sales Generation Tools/Systems • Knowledge of principles and practices of GMP
Experience: Essential	Desirable
<ul style="list-style-type: none"> • Full UK Driving Licence • A background within a Sales environment • Customer service background • Communicating with customers at a prominent level (Face to face, verbally, and written) • Knowledge of pharmacy & pharmaceutical terminology • Analytical & problem solving 	<ul style="list-style-type: none"> • A background of pharmaceuticals including product & industry knowledge
Other: Essential	Desirable
<ul style="list-style-type: none"> • Excellent organisational and time management skills • Able to work under pressure and to deadlines • Problem assessment and problem solving • Able to multi-task • Attention to detail and accuracy • Flexibility • Quick and efficient learner • Able to work unsupervised and use initiative • Lead by example • Friendly and professional • Respect confidentiality and discretion in the work place 	

This job description indicates in general terms, the type and level of work to be undertaken as well as the typical responsibilities of employees. The company reserves the right to make reasonable amendments to this description as required.

You are also required to undertake any other duties within your capabilities as may be reasonably required.