

Role Profile: Sales & Key Accounts Executive



Dalefoot Composts is looking for an extraordinary individual who is excited by the opportunity to join our Sales team and to develop and grow with us. You will be joining a dynamic and close team, who is proud of the work they achieve on a daily basis and whose main focus is to delight our customers.

Background

Our quality peat-free composts are made using natural materials that are not only renewable but also provide benefits to the landscape and to local farmers. Our range of composts provides environmentally-aware customers with strong sustainable choices and real alternatives to peat based composts. We believe there are no other growing mediums like them in the country.

We are proud that our premium products are recognised within the horticultural industry. With 'Soil Association Approved' status, we are able to guarantee to our customers that they can grow organically with our entire range. Our composts win many awards including 'RHS Garden Product of the Year finalist 2018'. We have also featured a number of times in the BBC2 series 'Back to the Land'.

Key Attributes – what we are looking for in a 'Sales & Key Accounts Executive'

Sales & Key Accounts executives manage, retain and grow accounts profitably through exceptional customer service and relationship management.

- Commercial awareness and profit mind-set
- Establishing trust and building strong relationships with colleagues and clients
- Service-orientated, ensuring that clients feel confident of their decisions
- An understanding of Dalefoot Composts core strengths, products and solutions
- Creative and high quality production of documents
- High level influencing and negotiating skills
- Excellent communication, networking and presentation skills
- Evidence of tenacity and ability to achieve, sometimes working to a deadline
- A motivation to achieve goals and objectives
- An openness to feedback and drive to improve

Key Responsibilities

- Seeking out new sales opportunities, sourcing and managing referrals
- Building strong trusted advisor relationships with our clients
- Maintaining client accounts in terms of stock levels, repeat orders, expanding their range of our products etc.
- Contribute ideas and help produce marketing collateral such as samples, leaflets, point of sale materials.
- To attend trade shows and gardening shows with the sales manager to showcase our products and take orders (e.g. RHS Chelsea, RHS Hampton Court)
- Host people onsite who are interested in the products
- Provide support to the rest of the sales team/office staff when required.

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Success Criteria

- Proven product sales experience in person or over the telephone
- Proven Trusted advisor relationships, great results and excellent client service
- Outstanding customer satisfaction feedback from clients
- Clear communication in a confident, professional and friendly manner.
- Using IT products including MS Office, calendars, document sharing
- Common sense and ability using maths and working with numbers
- Being familiar with a farming or manufacturing environment
- Enjoys being in a close knit team where people help each other out and get on well but can also work well on their own
- Relishes challenges and multi-tasking, demonstrating adaptability
- Experienced in time management and prioritising.
- Experience in using CRM software and logging activities
- An interest or knowledge of gardening is desirable but not essential.

Reports to Sales Manager and Business Owners

Working Arrangements

- 37.5 hours a week
- Monday-Friday flexibility with exact timing
- Salary negotiable depending on experience
- Currently based on our farm in Heltondale
- 28 days annual leave including all public holiday

6 months' probation

How to apply:

Please email a short CV with covering letter explaining why you are interested in this position to laura@barkerandbland.co.uk. Because we are a small team and interested in your motivation to join us, applications without a supporting letter will not be considered.

Any questions, please call Laura on 01931 713291