

## Sales Trainer

# Job description

### Purpose Summary

To provide quality, cost effective sales training services of a high professional standard which makes a demonstrable contribution to the achievement of the company's strategy and supports improvements in the sales ability and performance the sales staff.

The key areas of responsibility for the Sales Trainer:

- Initial Sales Training Course – Theory & Practical
- Daily Individual Sales Training
- Creation of a Training Academy
- Recruitment and Selection
- Teamwork
- Knowledge

### Principal Responsibilities

#### Sales Training

- To work with the Managing Director to develop the Sales Training strategy which supports the delivery of company priorities and meets operational requirements, ensuring that the best commercial outcome is delivered from the resources available.
- To be responsible for all sales training for new sales starters, ensuring that their skills and knowledge are enhanced to maximise sales and revenue.
- To ensure that newly recruited sales executives are suitably equipped and motivated to make a significant contribution to the business.
- To be responsible for delivering training solutions to agreed KPI's to ensure that all targets are met and continuous improvements are made.
- To be responsible for the delivery of all company sales training, influencing the sales style and approach throughout the business. Areas covered will include telephone sales, objection handling, negotiation skills and closing.
- To review the effectiveness of Sales Training provision against company requirements, in terms of the appropriateness, quality and level of that provision.
- To work with the management team to ensure appropriate team development.

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- To ensure that all training is of a professional standard and that employees are able to sell to the standard required by their businesses and achieve their sales targets.
- To produce any course materials and other documents such as notes, handouts, manuals and exercises that is necessary to ensure the delivery of high quality training courses.
- To prepare the learning environment and resources, including setting up equipment, ensuring the company training facilities and associated training resources are properly maintained, meeting best practice standards and compliance with Health and Safety requirements.
- To review all course evaluation feedback, and the effectiveness of the training and course outcomes; and identify areas for improvement
- To take responsibility for the maintenance of any hardware and software used for training purposes and recommending repairs and upgrades to management where appropriate

### Recruitment and Selection

- To be responsible for organising all recruitment and selection activities for Academy Trainees, including advertising of vacancies on company and other websites to source suitable candidates and for liaising with applicants and line managers to assist with the process, and ensuring that costs are minimised.
- To manage agency calls, liaising and negotiating with preferred suppliers when required and ensuring that purchase orders are raised and authorised.
- To be responsible for setting up and carrying out interviews together with relevant managers, ensuring that the company recruitment policy is adhered to at all times and that the company is represented professionally.
- To be responsible for the management of the new starter process and induction programmes for Academy trainees, creating role-specific induction plans together with the line manager, liaising with the HR department to ensure that the relevant documentation is in place, monitoring quality and progress and ensuring that end of probationary period review meetings are scheduled.

### Teamwork

- To work as part of a team to achieve the company / departmental standards.
- To work together with other teams within the organisation to identify any process improvements and improve standards, efficiency and profitability.
- To provide technical sales support and / or assistance to the team managers on employee development.

### Knowledge

- To ensure that a good level of understanding and knowledge of organisations products and services, which is improved and maintained at all times, ensuring that customer queries can be dealt with accurately and appropriately and supported by the department.
- To take responsibility for own personal development in line with agreed annual performance objectives.

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- To be willing to listen to and support colleagues and team members with professional problems, devoting time to impart expertise, infusing confidence and expressing positive expectations regarding the team's and company's performance.
- Such other duties as the management may from time to time reasonably require.

### Reporting

Department: Sales – Building Register

Location: Maidstone

Reports to: Managing Director BRL

Responsible for: New recruits / academy trainees

### Key Interfaces

Dealing with internal teams / managers to ensure satisfactory achievement of company targets.

### Dimensions / Budgets

The department consists of approximately 40 sales executives, demo bookers and academy trainees working 0830 – 1715 Monday – Friday in a busy office environment.

### Knowledge, Experience and Qualifications

Proven track record in delivering results in a high energy call centre environment.

Experience selling intangible solutions

Previous experience in a sales training environment

Ability to prepare training material and documentation

Excellent communication skills, both written and verbal

Be able to demonstrate knowledge of the sales process

Ability to motivate, inspire and develop others, leading by example

A confident, strong, friendly personality

Self motivated with ability to work and deliver under pressure

Excellent rapport building skills

Flexible approach to work

*This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment.*