

## JOB DESCRIPTION



Section 1: General information	
<b>Job title:</b>	<b>Internal Sales Advisor</b>
<b>Department:</b>	<b>Internal Sales</b>
<b>Reports to:</b>	<b>Internal Sales Supervisor</b>
Section 2: PenCarrie's story and purpose	
<b>PenCarrie's story:</b>  With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.	
<b>PenCarrie's Purpose:</b> The distribution partner that enables exceptional customer success.	
Section 3: Purpose and responsibilities of the role	
<b>Main purpose of role:</b>  <i>Drive an efficient onboarding process to ensure maximum customer retention, while focusing on expanding pipeline customers' turnover and profitability through product education, sales support, and call campaigns.</i>	
<b>Main responsibilities:</b>  <ol style="list-style-type: none"><li>1. Follow the assigned customer call list program by reaching out to existing customers, revitalising dormant or 'at-risk' accounts, and completing call campaigns effectively.</li><li>2. Enhance customer profitability by providing product education and identifying opportunities to upsell, thereby improving customer and overall margins.</li><li>3. Keep the customer database accurate and up-to-date by recording information gathered from qualifying calls, such as business type, spending patterns, and other relevant details.</li><li>4. Identify and grow your account base of 'Blank' accounts and reach team and individual targets set to you.</li><li>5. You will be expected to complete a minimum of 35 outbound calls per day.</li><li>6. Manage initial calls with smaller customers who do not require a BDM visit and refer accounts with potential to the BDT team for consideration as K or T accounts.</li><li>7. Assist in growing new business and expanding existing accounts by maintaining regular contact, following up on promotions, supporting marketing efforts, and re-engaging fading accounts.</li><li>8. Undertake any relevant administration duties to ensure the smooth running of the Internal Sales operation.</li><li>9. Identify and escalate priority issues, concerns or opportunities to the Internal Sales Supervisor.</li><li>10. Take on full Customer Service Advisor training to support the rest of the department at key times if required.</li><li>11. Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.</li><li>12. Must have the space to work from home when necessary. All equipment will be provided.</li></ol>	

### Section 4: Person specification

#### Knowledge, skills and experience required:

##### Essential

- Extensive experience of working in a telephone sales environment and handling outbound calls, ideally to both known and new contacts.
- Experience of sales.
- Hands on experience of working with call centre systems, numerical data and metrics.
- Excellent telephone manner.
- Knowledge and/or experience of Customer Service principles and practices.
- Good working knowledge of Microsoft programmes.
- Able to read and interpret detailed numerical data and maintain both numerical and written reports and databases.
- Ability to build lasting customer relationships.

##### Desirable

- Previous experience in a similar role
- Experience in a B2B sales environment

##### PenCarrie Values

##### **We're dedicated to customer success.**

- Everyone of us can make a difference to our customers' experience.
- We actively look for ways to help our customers succeed.
- Our customers are considered in every decision we make.

##### **We build strong and respectful relationships.**

- We create a kind, safe and inclusive workplace where everyone feels they can thrive.
- We collaborate to find solutions and build ideas.
- We're prepared to have the difficult conversations, giving and receiving feedback.

##### **We look forward and embrace change.**

- We're bold, brave and inspirational.
- We look up, look out and look forward.
- We anticipate and embrace change.

##### **We're proud of everything we do.**

- We strive to improve in everything we do.
- We celebrate our achievements.
- We all have a voice.
- We know our priorities and implement with conviction and pace.

##### **We grow responsibly.**

- We use our resources wisely.
- We're clear and transparent in our communications to all our stakeholders.
- We're committed to reducing our environmental impact.
- We give back to your communities.

**JOB DESCRIPTION**



**Section 5: Job description prepared by:**

**Job title: Maria Bargent**

**Date: January 2025**