

JOB DESCRIPTION



Section 1: General information	
Job title:	Internal Sales Supervisor
Department:	Internal Sales
Reports to:	Head of Sales
Line manager responsibility for:	Internal Sales Advisors, Key Account Internal Sales
Section 2: PenCarrie's story and purpose	
PenCarrie's story: 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.	
PenCarrie's purpose: The distribution partner that enables exceptional customer success.	
Section 3: Purpose and responsibilities of the role	
Main purpose of role: To assist with the implementation of effective procedures to manage the call lists and monitor the Internal Sales Teams' ability to maintain the call routine and meet agreed KPI's. To provide direct support to the Sales Management Team, prioritising and managing multiple projects and tasks simultaneously to help manage the day-to-day requirements of the Sales Team and drive forward critical team tasks. To recruit, induct, train, manage, motivate, and mentor Internal Sales Advisors to PenCarrie.	
Main responsibilities: <ol style="list-style-type: none">1. Assist with recruitment, development, and supervision of the Internal Sales Team.2. Develops, motivates, evaluates, and coaches staff on work procedures, proper call handling and teamwork delivering excellent customer service.3. Monitor Internal Sales Advisors and timescales, handling initial issues and promptly escalating any greater concerns around underperformance or improvement requirements to the Internal Sales Manager.4. Ensure a high level of performance is maintained and KPI's are met at both individual and team level, while maintaining team morale and motivation with clear, strong direction and communication to the Internal Sales Team.5. Identify necessary training requirements for the Internal Sales Team in conjunction with the Head of Sales.6. Undertake any relevant administration duties to ensure the smooth running of the Sale Teams.7. Help to grow and develop the Key Accounts through both regular contact and follow up of promotions and supporting marketing activity, and by pursuing fading accounts alongside the Head of Sales.8. Identify and escalate priority issues, concerns or opportunities to the Head of Sales.9. Handle data manipulation and the distribution of data to the Sales Team business pods.10. Assist the Sales Management Team with any other customer focused administration including deal applications and SKU reports.11. Liaise with customers on behalf of the Sales Management Team both on the telephone and via email.	

- 12. Liaise with the Customer Services Supervisors, Head of Sales, and other key business leaders with regards to the day-to-day running of the Sales Teams to ensure operations run smoothly and in partnership with other departments.
- 13. Handle administration for the Sales Management Team such as diary management, team statistics, PowerPoint presentations, travel arrangements, ensuring everything is well organised and completed in a timely manner.
- 14. Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

Section 4: Person specification

Knowledge, skills and experience required:

Essential

- An absolute minimum of 1 year Sales Management experience
- Extensive experience of working in a telephone sales environment and handling outbound calls, ideally to both known and new contacts
- Excellent telephone manner
- Knowledge and/or experience of Customer Service principles and practices
- Good working knowledge of Microsoft programmes
- Able to collate, analyse, interpret and distribute detailed numerical data
- Experience in a hands-on management/supervisory role
- Ability to build lasting relationships

Desirable

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

PenCarrie Values

We're dedicated to customer success

- Every one 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 build trust in each other
- 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

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- 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 our communities

**Section 5: Job description prepared by****Job title: Head of Sales****Date: March 2025**