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# Arbil Limited | Job Description

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**Date issued:** April 2023

**Job title:** Field Sales Representative

**Accountable to:** Rail Operations Manager; Directors

**Division:** Rail

**Location:** Lye

## Job Purpose:

To proactively investigate, develop, and increase new and existing Rail & Service accounts across all disciplines - (Sales, Service, Hire & Engineering)

To help drive the business forward through regular structured/planned meetings and site visits to add value and measurable growth to the department.

To assist in the delivery of key objectives and targets as detailed in the Rail & Service Business Plans

## Accountabilities:

### Sales Visits

- Identify and investigate business development opportunities for new accounts for both rail and service divisions across all sectors
- Develop relationships with new and existing account contacts
- Produce customer visit reports in a timely manner
- Assist OM in delivering key objectives of the Rail & Service Business Plans
- Forecast customer levels of business and trends to assist in formulating Business Plan objectives
- Gathering and sharing of customer and market information
- Gathering and sharing details of competitor activity
- Work closely with internal teams on planned sales visits and follow up quotations
- Promote complete Arbil offering including Sales, Service, Hire & Engineering
- Inform senior management of any relevant information including, but not limited to, large / interesting enquiries / orders and customer issues.
- Ensure that a 'customer first' approach is adopted to achieve consistent first-rate customer service

### Performance

- Achieve planned Sales and Profit against the agreed Business Plans
- Supply regular information for inclusion in regular reporting:-
  - New and existing account information
  - Opportunities



- Market information
- Competitor activity
- Assist Finance in ensuring that customers are paying to terms

## **Commercial Policy**

- Provide information and input during price list review.
- Ensure that company margin requirements are understood and applied responsibly.
- Deviation from set pricing / discount structure to be referred to OM or Directors for approval
- Working within the company strategic parameters, commercial policy, and health and safety guidelines
- Attend Commercial Reviews and Department meetings as required.

## **Marketing**

- Provide ideas and information for marketing opportunities
- Proactive distribution of promotional material with details logged for follow up
- Represent the company at trade exhibitions and events

## **Essential Requirements for Job at Competent Level of Performance:**

- A sound industry track record in Rail: Sales, Hire and Service
- In depth Rail industry based technical and application knowledge
- Demonstrating the ability to develop a vision and successfully formulate and implement a sales plan
- Strong interpersonal and communication skills
- Excellent time-management skills with a flexible approach and a 'can do' attitude
- Sound commercial skills to achieve superior performance and profitability
- Proficient in the use of Microsoft Office (Word, Excel and Outlook)
- Flexibility that includes the potential to assist other departments and locations within Arbil
- Ability to form constructive relationships with colleagues across the group and to interact with Corporate functions such as Finance, Marketing and QA / H&S
- UK driving licence to undertake travel to customers, suppliers and other relevant parties

## **Experience Required:**

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- Rail Industry - Sales or Service (preferably both) and Hire
- Customer account management
- Staff management

## Personality:

- Strong character that is able to influence and manage activities with customers and suppliers in a professional and proficient manner
- Self motivated and able to work under own initiative
- Conscientious approach
- Experience and maturity to ensure commercial success

## Communications:

- **Internal:** Staff at all levels including members of other divisions and those in corporate roles
  - **External:** Customers (existing and potential), suppliers, and all other relevant stakeholders
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