Job Description

**1. Job Details:**

**Job title:** Telesales Advisor

##### Division: Blakemore Trade Partners

**Department:** Sales

**Responsible to:** Retail Operations Manager, Blakemore Trade Partners

**2. Job Purpose:**

* The key purpose of the role is to receive inbound calls from, and to make outbound calls to internal colleagues and SPAR independent retailers and respond to their enquiry and resolve their problems. In terms of the outbound calls the key purpose is to communicate to our SPAR retailers the cycle of promotional products and to secure their orders for this product.

**3. Key Tasks / Responsibilities:**

* To receive inbound customer calls and handle any issues to resolution
* To make outbound sales calls to existing customers to secure orders of promotional stock on a cycle of 17 promotional periods
* To make outbound sales calls to existing customers to secure orders of stock for weekly special deals
* To make outbound sales calls to existing customers to secure orders for ad hoc promotions
* To deliver an individual area of promotional pre-sell targets
* To administer the stock order with Trading Colleagues and the stock delivery to store.
* To administer the stock delivery for members of the Active Selling programme
* To deputise for the Telesales Supervisor where necessary
* To develop and maintain effective relationships with SPAR independent retailers
* To develop and maintain effective relationships with internal and external colleagues
* To communicate accurately and effectively with retailers any amendments or delays to distribution
* Support Retail Operations Manager in the planning, structure and development of retailer events.

**4. Financial Responsibilities:**

* Ability to deliver telesales performance targets to budget

**5. Generic Responsibilities**

* Ensure compliance with all aspects of ‘The Blakemore Way’ and appropriate levels of the Competency Framework
* Maintain employee and organisational confidentiality in line with Data Protection Act
* Demonstrate commitment to Equality and Diversity
* Comply with Health and Safety responsibilities in line with the company Health, Safety & Environmental Policy

**6. Other:**

This job description describes the main responsibilities of the post holder but is not intended to cover in detail all the tasks required of the post. The post holder may be required to carry out other duties as requested; however these will not be unreasonable and will be appropriate to the level of post. As circumstances change, responsibilities may be amended to reflect new requirements of the post. On occasions the post holder will be required to work away from designated work place which may involve staying away from home as and when required in accordance with the needs of the business.

**Person Specification**

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| **Education / Qualifications** | | |
| Essential | **Desirable** | **Measured By** |
| Telesales experience | Call Centre experience in a targeted sales environment | CV / application form / original documentation |
| **Skills / Abilities / Knowledge / Experience** | | |
| Essential | **Desirable** | **Measured By** |
| Communication  Diplomacy  Selling skills  Relationship building | Retail distribution experience  Experience of working in a targeted environment | CV / application form / interview |
| **Behaviour / Attitude** | | |
| Essential | **Desirable** | **Measured By** |
| Customer focussed  Diplomatic  Positive  Enthusiastic  Can do Attitude  Flexible  Conscientious |  | Internal / External relationships |

**Signature of post holder:**

**Name of post holder:**

**Date:**