### MOODY DIRECT LTD

#### JOB DESCRIPTION

**Job Title:** Sales Account Manager – North UK

**Reporting to:** External Sales Manager

### Activities of the Company

Moody Direct is a focused supplier of Process and Packaging products and services to the dairy, food, beverage, brewery, food, ice-cream, pharmaceutical and chemical and personal care industries in the following areas:

* + Capital Equipment and Components – new and pre-owned;
  + Machinery spare parts;
  + Equipment maintenance services – scheduled and ad-hoc;
  + Equipment calibration;
  + Projects & Commissioning;
  + Heat Exchanger testing, calibration and refurbishment;

Offering a single source for the widest range of products at competitive prices, we represent some of the best known brand names in the industry providing both genuine and alternative spare parts.

The company product base includes:

* + Tanks and vessels;
  + Valves;
  + Pumps;
  + Pipework;
  + Homogenisers;
  + Separators;
  + Fillers;
  + Mixing equipment;
  + Freezers;
  + Pastuerisers;
  + CIP Plants;
  + Conveyor;
  + Tablet forming machines.

## Purpose of the position

* To increase the profitable sales of all process and packaging equipment, components, spare parts, service and projects through field sales activities throughout the UK and Ireland, with an emphasis on the northern mainland of the UK;
* To work with the External Sales Manager and other colleagues to ensure the efficient utilisation and deployment of sales resources;
* To promote sales of Moody Direct products and services to dairy, food, beverage, brewery, food, ice-cream, pharmaceutical, chemical and personal care industries to both existing customers and prospective customers throughout the UK and Ireland;
* To provide technical input as required.

## Key result areas

* Quantity and quality of sales visits undertaken;
* Quantity and quality of sales enquiries received and quoted;
* Volume of orders received and work undertaken;
* Profitability of orders received and work undertaken;
* Number of new customers obtained;
* Customer satisfaction;
* Promotion of the products and services;
* Objectives agreed from time to time with the External Sales Manager & the Directors being achieved;
* Winning repeat business.

**Key tasks**

## Develop customer relationships

## Prospect for new customers at all available opportunities

## Secure new customers by converting prospects to customers

## Regular and consistent phone and field sales calls to the customer base in the UK and Ireland to promote and sell the products;

* Identify service, plate heat exchanger and project opportunities for Moody Service, Moody Heat Exchangers and Moody Projects to quote
* Prompt handling of enquiries;
* Prompt generation of proposals and quotations;
* Converting enquiries to profitable and deliverable orders;
* Negotiating with customers;
* Providing customers with technical support;
* Liaising with all internal departments;
* Timely completion of all paperwork and administrative tasks including communicating planned sales visits and activities, updating CRM, and putting quotes on Dynamics;
* Negotiating with customer and suppliers and responding quickly;

## Key skills

* Thorough and expert technical knowledge of the products;
* Thorough knowledge of the UK and Irish customer base;
* Demonstrable sales skills;
* Thorough understanding of the manufacturing processes;
* Knowledge and understanding of financial concepts used within the sales function of the business to include profit margins, mark up, invoicing procedure and terms of credit
* Thorough understanding of the hygienic process and packaging industries;
* Communication skills
* Telephone skills including making appointments and cold calling
* Sales techniques
* IT literate
* Problem solving
* Able to work both independently and as part of a team;

## Key attributes

* Ability to self-motivate and manage own activities;
* Ability to communicate at all levels;
* Customer service mentality;
* Meticulous eye for detail;
* Team player;
* Friendly, confident and assertive when required to be so;
* Personable and able to build and maintain customer, supplier and internal relationships;
* Hardworking;
* Flexible;
* Self-motivated;
* A “get the job done” approach.

## Formal Qualifications

* Full Driving Licence – essential to the position.

Any other duties as and when required which are within the capability of the jobholder in order to meet the needs of the business

The role will involve extensive travel in the UK, Ireland and occasional travel to mainland Europe and potentially beyond. Travel will involve staying away overnight. For example this could be a planned sales trip to Scotland to visit multiple customers over 2 or 3 days.

I have read and understand this Job Description and accept that this forms part of any contract with Moody Direct Ltd.

Signed:………………………………………………….

Print Name:…………………………………………..

Date:……………………………………………………