

## **SPECIFICATION SALES EXECUTIVE – MULTI-POINT LOCKING SYSTEMS FOR WINDOWS AND DOORS KEY PRIORITY FORMAT**

### **Job Purpose**

To develop the specifier market for cutting edge Winkhaus products with particular emphasis on special needs automatic and electro-mechanical locking systems.

### **Report to – Commercial Manager**

**Direct Working Relationships:** Architects/Specifiers, End Users and Tenants Associations, Winkhaus Project Managers, Marketing, Technical Support, Product Management, Test Laboratory teams.

### **Key Priority Areas**

#### **Specification Sales Growth**

- Work in very close partnership with existing external Project Managers to gain quality specifications for designated Winkhaus products throughout the South of the UK primarily focussing on London and the South-East.
- Prioritise efforts in line with sales and marketing campaigns and product development.
- Generate new specifications within targeted sectors, with particular emphasis on the Public Sector and increasingly Private New Build.
- Respond rapidly and professionally to specifier queries or lead enquiries and provide sound technical advice.
- Identify new prospects and opportunities and feedback to the appropriate Project Manager.

#### **Sales Process and Specifier Management**

- Present top quality written and oral business proposals. Project highest standards of personal presentation.
- Establish relationships and communicate effectively with specifiers and their employees regardless of their job position.
- Optimise journey planning to provide maximum specifier meeting time.
- Prepare and present spreadsheet/power point proposals.
- Optimise selling time and make monthly visit to all parties involved in live projects." Project Manage" the specification through to issue of the tender document.
- 'Police' the specification in conjunction with Winkhaus Project Managers to ensure the specification is not broken.
- Identify and promote new product development opportunities to specifiers and prospects, using problem solving/real world solutions to maintain Winkhaus's niche position
- Maintain constant knowledge of specifier base.
- Contribute to the design and development of Winkhaus product brochures, technical information sheets and Internet content.

#### **Technical and Professional Competence**

- Provide expert advice and maintain industry knowledge by continually updating own technical skills and knowledge of multi-point locking systems, industry/quality standards and specifications.
- Be an expert on Police 'Secured by Design' initiative, Disability Discrimination Act, Lifetime and Eco Homes.
- Maintain an up to date expert knowledge of test methods involved with security/weather testing of window and door products in a UKAS approved laboratory.
- Explain comparative features/benefits of competitor products to specifiers.
- Demonstrate fitting method and maintenance of Winkhaus products to specifiers/end users.
- Have a thorough knowledge of the range and application of Winkhaus multi-point locks and associated products.
- Ensure demo units and sales units are in good order and all samples and promotional literature are available

#### **Market Research**

- Report competitor details and activity and price initiatives monthly and provide market and competitor data when requested
- Investigate new product or market sectors and report back with information on quality and trends
- Attend exhibitions and sales meetings both in the UK and overseas.
- Establish contacts with key architects/specifiers and report back with information on trends and new product developments

### **Administration**

- Submit monthly report in correct format by 10<sup>th</sup> of following month
- Ensure company car and all equipment reflects highest presentation and Winkhaus brand image.
- All proposals to be presented using Winkhaus official Corporate design format
- Utilise the CRM system to include all prospects details together with project update.
- Work in partnership with Marketing Department to ensure accurate information exchange takes place providing optimum specifier support.

### **Job Measures and Targets**

- Achieve annualised minimum specification value of £500,000.
- Obtain at least 5 specifications per annum with Winkhaus named as the preferred choice.
- To achieve Company specification objectives outside of the primary area it is envisaged that at least two nights per month will be spent away from home.
- Develop a project log with a minimum of 20 live projects, showing progression in each project, monthly, through to issue of the specification.
- Work closely with the other members of the Project team and share information regarding Competitors, product application and specification opportunities.
- Time to be prioritised between public sector specifiers and architects/contractors.
- All quotations and correspondence should be maintained and kept up to date within the Customer Relationship Management system.
- Details of all main specifier/customer contacts representing previous, existing and future projects are to be maintained monthly together with competitor brand and volume usage information updated.
- Produce Forecasts of anticipated new project/product demand, both up and down.
- All phone enquiries to be answered within 2 hours.
- Recommend product development improvement opportunities at least 2 times per year.
- Requests for project surveys and information shall be answered within the designated time frame.
- Expenses forms to be completed monthly with VAT receipts.