

Job Description: National Sales Executive

- Job Title:** National Sales Executive
- Reporting to:** Major Accounts Sales Manager
- Context:** Due to continued growth within the National Accounts Team, the business has recognised the need for a Sales Executive to enable the delivery of company objectives within National Accounts.
- Purpose of Job:** To provide a first class support service to CDA's major retail and merchant customers through the provision of product training, POS/merchandising support and promotional activity within retail outlets.
- Hours of work:** Normal hours of work are from 8:30 am to 5:00 pm Monday to Friday. However, you may be required to work flexibly around these core hours as necessary in order to meet the demands of the business.

Main Duties and Responsibilities:

- Develop and maintain customer relationships with allocated accounts as outlined by the National Accounts Team.
- Carry out formal and informal, and group and one-to-one, training sessions encompassing brand history, product training and sell up techniques.
- In-store product merchandising – ensuring that CDA products are clean, well presented, prominent and, where appropriate, CDA Point of Sale is utilised.
- Maintain sales activity records and reports via the use of CRM.
- Monitor and manage returns and damages.
- Market intelligence – report back competitor activity, such as product launches, pricing and promotional activity.
- Participate in sales events where appropriate.
- Relay company communications to the appropriate people.
- Specified number of average “calls per day”.
- Provide required support to Major Accounts Sales Manager.



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Key Skills / Attributes:

- Personable.
- Self motivated.
- Good communication skills, both written and verbal.
- Proficient in Word, Excel and PowerPoint.
- Excellent presentation skills.
- Ability to manage own workload to tight deadlines, including balancing, planning and organising multiple tasks simultaneously.
- Adaptable and Flexible.

Additional Information:

- This is nationwide role which, dependant on the candidate's location; could involve up to two nights a week away from home.
- Clean driving license preferred, though not essential.
- Knowledge and experience in the kitchen appliance industry would be beneficial, though not essential.

