



SDG

STRONGER
TOGETHER

CANDIDATE BRIEFING PACK

SDG Internal Sales
Executive

April 2024

Who we are?

At SDG we work with manufacturers, contractors, engineers, and designers supplying essential components that improve safety, enhance quality and drive efficiency at every stage of construction. Visit our website on www.wearesdg.com .

We are visionaries and trusted suppliers, and experts in construction solutions. We are planners, collaborators and designers, fixers, thinkers, and expert problem solvers. We're an end-to-end construction project partner, bespoke and best in class. By working closely with our customers; by adding value at every stage; by doing everything they expect and so much more, we share their success and become stronger, together.

Our Vision

"To be the leading global supply partner of specialist products to the construction industry."

Our Values

We have 5 Core Values at SDG and these shape everything that we do, from how we work together and treat others, to our focus on quality and service delivery, through to how we communicate and make decisions.



Internal Sales Executive

The Job

SDG Group is looking for an ambitious person seeking their next development opportunity. You may be looking for your next sales position or considering entering the Sales Profession. The SDG Internal Sales Executive will focus on growing business with our base of existing precast and construction customers and new business prospects in Northern Ireland, ROI & GB.

Reporting directly to SDG's Head of Sales-Collie Campbell.

Principal Tasks & Activities Break Down (approximate) % Time Allocation

Managing Trade Counter and supporting the tech & sales team in general day-to-day sales -	20%
Supporting the technical and sales team in general day to day sales –	30%
Assist internal sales with managing quote log for live and tender jobs –	20%
New Lead generation from CIS or similar portal -	15%
Daily ongoing job administration & other duties -	15%

Objectives

Manage and take responsibility for the Trade Counter customers and sales. This mainly include dealing with both walk-in customers and processing of pre-ordered sales order collections.

Support the existing internal sales team and the external field representatives as required by providing cover for the sales team.

Support the technical team in assisting with chasing and updating live quotes for technical customers.

Key Responsibilities

- Track all incoming Tender enquiries.
- All tenders will be tracked for future reference.
- Ensure tender/bid/tender updates are completed by the SDG team for monthly Tender pipeline meeting. Held with Tech manager and Sales manager.
- Track all incoming Technical and Split (Tech and Sales) enquiries.
- These are generally for special products, or specific jobs. Some jobs can involve a long process before required so accurate and up-to-date tracking is required to ensure that SDG is in the best position to secure any orders. This includes getting ongoing updates on live enquiries, working alongside sales team members and if required/directed to, dealing directly with customers.
- Maintain the quotes pipeline. For Standard Post Tenders, Technical, Split quotes.
- Ensure STD PT, Tech and Split quote updates are completed by the SDG sales team for the bi-weekly sales pipeline meeting. Held with all sales and tech staff and lead by you.
- Pursuing lost quotes/bids for feedback according to the criteria set out in IQ.
- Track all special orders.
- Convert all successful technical quotes, create purchase requisitions, send Sales Order Confirmations (SOC) to customers/sales team and follow up with estimated time of arrival (ETA)

to the customer/sales team. Track the order from initial processing stage right through to arrival on site, liaise with customers or the sales team to provide good communication amongst all parties involved to ensure product goes to site with no issues.

- Manage the SDG estimating mailbox. Internet enquiries from public.
- Actively research and follow relevant project types for tender/live work leads on CIS / Glenigans, logging onto IQ / CRM.
- Attending technical sales presentations or seminars with the sales team as required Management of technical library both hard and soft copies (keep up to date folders on server).

Your Results & Key Performance Indicators (KPIs)

- Effective relationship development with customers, and all SDG staff.
- The SDG Quotes / Tender & Bid logs kept updated and in the view of Sales & Technical Teams
- Achieving agreed Quotes and Bids Conversion Ratios
- Actively process sales quotes and orders
- Take full control of the day to day running of the Trade Counter.
- Knowledge transfer of internal sales, pipeline, intact system use.
- Use of Power BI for extracting data linked to our quotes.

Essential Criteria We're Looking For

1. Strong communications skills, including sales and presentations.
2. Customer focused with strong communication skills.
3. Experience of sales activity planning.
4. Proven ability to develop an extensive understanding of new products, customers.
5. Evidence of strong prioritising, time management and organisational skills
6. Evidence of a motivated and target driven with a proven successful track record in sales

Desirable Criteria which would be useful but not essential as extensive Training & Mentoring will be provided.

1. Proven Sales experience gained within the construction accessories sector.
2. Knowledge of CRM and Sales Pipeline management
3. Using the CIS platform, identify key projections throughout Ireland that have the potential to use one of our key target product areas.

SDG Internal Sales Executive: Essential Personal Attributes

Personal Attributes	Essential
Self-motivated and capable of working independently	✓
Strong results orientation with laser-focus on customers and KPI's	✓
IT literate and familiar with the use of CRM	✓
Customer focused, analytical, process-driven, and numerate	✓
Proactive, practical, and creative decision making and problem-solving skills	✓
Excellent written and personal communication skills	✓
Drive, initiative, ambition, and a sense of urgency	✓
A clean and current driving license	✓

Remuneration

This is a great opportunity for someone who is passionate about sales and thrives in a fast-paced environment.

- Job Type: Full time
- Salary: £25,000 - £30,000 per year (depending on experience)
- Benefits: Free onsite parking, Company events.
- Schedule: Monday to Thursday 8.00am to 5pm
 - Friday 8.30am to 4pm
- Supplemental pay types: Performance Bonus
- Experience: Construction Sales (preferred)
- License: Driving license (required)
- Work Location: On site.
- Application Deadline: 14/05/2024
- Reference: SDG01



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