Job Description for the Role of:-

Telephone Account Manager

Created: 25.01.2017

The responsibilities of all members of SICK (UK) LTD Staff shall include: -

A) attaining and maintaining a level of computer literacy commensurate with the requirements of their role within the company;

B) assisting in the maintenance of the Quality Systems through:

   Maintenance of the Quality Documentation

   Where appropriate, raising nonconformances and informing the Quality Manager of any deviations from the Quality Documentation

C) maintaining a level of presentability commensurate with their role within the company;

D) informing the relevant Manager of any requirements regarding training;

E) maintaining a basic knowledge of all products / product groups within the company;

F) maintaining a basic knowledge of all services offered by the company;

G) carrying out any reasonable task as requested by any member of the Management Team.

The Telephone Account Manager for Factory Automation reports to the Sales Manager.

As a key member of the Internal Sales team, this is primarily a telephone role to account-manage, develop and grow existing customer sales and sales potential whilst proactively finding, winning and developing new customers through outbound prospecting activities (see attached Graph).

The activities and responsibilities this role shall include:-

Existing Customers and Prospect Accounts

1) establishing and maintaining technical and application knowledge of SICK Factory Automation products and develop an understanding of their sales and technical benefits to the market
2) proactively maintaining and developing relationships with assigned C & D Direct / Indirect customers and Distributors

3) continuously seeking to build “share-of-wallet” by introducing new product lines and extending product and service portfolio

4) generating solution proposals for customers and prospects *, negotiating terms and supplying quotations

**Potential Customers and Prospect Development**

5) carrying out outbound telephone calls to prospect for new business (on average 20-25 calls per day) and entering information / notes / comments / completed actions on CRM

6) proactively developing and realising sales and marketing actions for assigned Prospects and Distributor customers

7) identifying key contacts and building and maintaining effective relationships with key decision makers

8) liaising with external Sales Engineers and Sales Specialists as required

**Lead and Sales Opportunity Development and Reporting**

9) identifying and managing sales opportunities via the Company’s CRM platform

10) managing all new “Portal Shop Registrations” and determining initial sales potential and customer needs

11) managing sales leads originating from external Sales and Marketing activities (exhibitions, technology days, intercompany etc)

12) providing Sales Management with verbal and written (via CRM) reports on the status of new and prospective customers as required

13) maintaining the Company’s CRM database with customer and prospect details and relevant sales information

**Office procedures**

14) being familiar with the operation of the Company's main computer system in order to

- be able to access information necessary for price and delivery
- check a contact’s credit position
- enter orders
- prepare delivery notes
- raise Invoices;
15) observing the Company’s credit control procedures

16) communicating with all other departments and staff as is necessary to perform the above detailed tasks

**Prospect Accounts** do not have an “active” account with SICK (UK) LTD. They are defined as a company or a contact that has expressed an interest in SICK and / or may be / may have been interested in a SICK product, solution or service in the past, perhaps as a result of a Marketing Campaign, Exhibition or such like. It is important to understand the needs of these “Prospects” and to ascertain the maximum sales potential available from those “Prospects”.

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<tr>
<th>2) Member of Staff’s Name</th>
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<tr>
<td>Their Manager’s Name</td>
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