

Job Description

Job title	Sales Consultant
Contract Type	Full Time, Permanent, 37.5 hours a week
Salary	£28,000.00 - £32,000.00 depending on experience
Team	Sales
Site	Scottow Enterprise Park and Hethel Engineering Centre
Location	Various, across HIL owned and operated sites
Responsible to	Head of Sales
Responsible for	N/A
Effective date	01/10/2024

Role and Context

Job Purpose

Responsibility statement

The Sales Consultant is responsible for delivering an exemplary sales experience to our customers by implementing our sales process, managing enquiries, and closing deals. They will be responsible for selling space as a service in the form of commercial lettings as well as Innovation Support.

They will work to bring the best new enquiries to fruition in the form of firm applications for space as well as attending events and qualifying leads for Innovation support. The Key function of this role is to seek out and capitalise on opportunities and liaise with, Marketing, Site, and Innovation teams to ensure seamless delivery of service.

Working closely with the Sales Team Coordinators, they are responsible for ensuring that the business achieves its Sales KPIs whilst providing tenants a seamless combined experience.

This role is also responsible for managing the Customer CRM and ensuring that all tenancy and innovation support leads are logged and followed up. They are also responsible for actively seeking out new sales opportunities and cross selling across teams.

The role acts as an ambassador to put forward the "Hethel Innovation Way" and ensure that both internal and external stakeholders receive a consistent message.

Context

Hethel Innovation is a business support organisation. This support is offered in three key ways: space to grow, business insight and connected communities. Space to grow comes from the two sites that Hethel currently runs: Hethel Engineering Centre and Scottow Enterprise Park. These spaces provide business space including workshops, offices, hot desks and more, with a dedicated site team on site and available full time. Business Insight comes from the support services offered by the Business Development team, of which the Innovation Consultants play a key role in. Connected communities are the combination of these previous two factors, using both physical space and support services to bring the business community closer together.

The Sales team are primarily responsible for delivering the frontline sales function across the business, this includes commercial property lettings and innovation consultancy sales. We expect the role to provide members with a seamless lettings experience and liaise with the Innovation consultants to help deliver a bespoke mixture of space and support. They also work on behalf of the Site teams to vet and provide a steady stream of engaged, growth minded and innovative businesses to join our community. Combining commercial property expertise with sales and customer service skills and an understanding of the challenges faced by growing businesses to offer the very best experience.

Hethel Innovation is owned wholly by Norfolk County Council and its board consists of both council members and industry experts. Hethel Innovation's role, as instructed by the council, is to provide economic development in the region.

Other Job Information (e.g. any special factors or constraints)

You will be expected to travel to meetings and events as required.

Some flexibility on hours will be required due to training and activities that need to take place outside of usual operating hours. We operate a flexible working policy which can be discussed in relation to your role and contracted hours.

The role holder will be expected to on occasion support the sites with operational duties.

Principal Duties

Responsible for:

- Delivering the key tenancy KPIs for their Site (Occupancy %, £/SQFT Etc)
- Implementing the Sales process to ensure that customers receive the best customer experience.
- Enquiry Management and Lead optimisation.
- Carrying out Rent Negotiations.
- Identifying key opportunities to represent Hethel Innovation and attract new business.
- Being a key point of contact for existing tenants.
- Attending Events.
- Prioritising Sales Performance
- Working with the Sales Coordinators to ensure that vacant spaces are filled as quickly and profitably as possible.
- Ensuring a smooth handover to delivery teams and partners.
- Keeping the tenancy and enquiry data up to date on our CRM systems.
- Working with Site teams to keep on top of upcoming availability to minimise losses through empty spaces.
- Working across teams to understand the whole Hethel Innovation Offer and keep up to date with an evolving offer.
- Assist Marketing by providing insight and information about availability and demand.
- Work with the Head of Sales to provide insights on internal processes to enable their improvement.
- Committing to a development plan to enhance their own skills as appropriate.

KPIs

To be defined.

Person specification**Qualifications****Essential****Desirable**

- Sales training
- Call handling

Experience**Essential****Desirable**

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| <ul style="list-style-type: none"> • Customer Service Experience | <ul style="list-style-type: none"> • Sales Experience • Marketing Experience • Experience in Property • Experience in selling consultancy • Experience with commercial leases • Experience using CRM systems |
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Skills/Knowledge**Essential****Desirable**

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| <ul style="list-style-type: none"> • Excellent Communicator • Negotiation Skills • Ability to prioritise. • Ability to work as a team. • Able to think quickly under pressure • Initiative | <ul style="list-style-type: none"> • Business knowledge (particularly start-up and SME). • Interest in commercial property • Interest in entrepreneurship • Knowledge of Sales Process/ Sales Funnel. |
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Behaviours

- Honesty
- Professionalism
- Integrity
- Reliability
- Flexibility
- Pragmatic
- Accountable
- Proactive
- Courage
- Pride

General Information

- The job description details the main outcomes of the job and will be updated if these outcomes change.

- All work performed/duties undertaken must be carried out in accordance with relevant HIL policies and procedures, within legislation, and with regard to the needs of our customers and the diverse community we serve.
- Job holders will be expected to understand what is meant by safeguarding vulnerable groups (children, young people, and adults) and how to raise concerns.
- Job holders will be expected to be flexible in their duties and carry out any other duties commensurate with the grade and falling within the general scope of the job, as requested by management.

The information in this job description is accurate and reflects the requirement of the role:

Line Manager: Arthur
Allen

Position: Head of
Sales

Date: 19/08/2024