

POSITION DESCRIPTION

Job Title: Sales and Design Support	Date updated: 29 June 2010
Incumbent:	Signature of incumbent:
Division: Kitchens and Wardrobes	Signature of team leader:

1. PRIMARY OBJECTIVE

To support our commercial team, processing team and franchises with kitchen design, 3D drawings and specifications

To actively pursue and support sales by Pridex Commercial to new builders.

2. PRINCIPAL ACCOUNTABILITIES – (Approximate % of time spent next to each accountability)

2.1 DESIGN (40%) – design of kitchens for Pridex Commercial				
ACCOUNTABILITIES	MEASUREMENT CRITERIA	STANDARDS		
		Minimally Successful	Fully Successful	Exceeds Fully Successful
Design effective kitchen layouts that meet both customer and Pridex's most recently published catalogue.	Clear configuration of cabinetry ex catalogue with customer's expectation set and met	<80% products sourced from catalogue and customer satisfied with choice and design	>85% products sourced from catalogue and customer satisfied with choice and design	>95% products sourced from catalogue and customer satisfied with choice and design
Design workable kitchens eliminating need for remedial work ensuring full specifications provided to customers	No remedial work required because of design issues	5% remedial	2% remedial	No remedial
Plan and maintain regular liaison including timely prepared quotations.	Quotes prepared within measured KPI and customer requirements.	5 Days from first meeting.	3 Days from first meeting	2 Days from first meeting
Undertake accurate and informative site measurements if required.	Quantity of remedial work relating to site measurement inaccuracies.	95% accurate site measurements	98% accurate site measurements	100% accurate site measurements
Present tender / contract requirements leading to and including closing the sale	Meeting time frame set by tender / contract			
Gather and complete all specification data from tender / contract to enable completion and manager sign off.	All forms and data fields correctly filled in	98% Data complete and/or submitted late	100% Data complete in time.	100% Data complete in time.
Prepare plans and working drawings.	Accurate information forwarded with file to production.	98% of all data illustrated and complete	100% of all data illustrated and complete	100% of all data illustrated ahead of required time

Sign off and copy manager with details and correspondence	All necessary documentation completed and signed off.	Documentation completed and signed off before file submitted to production.	Documentation completed and signed off before file submitted to production	Documentation completed and signed off before file submitted to production.
Establish tentative installation date.	Tentative date scheduled prior to DIP date.	95% achieved	100% achieved	100% achieved consistently
Plan and follow through after sales service calls and build and encourage referral network	Amount of jobs sold from referral (Trade and retail)	20% within first year	35% within first year (if not then to be by second year)	40% % within first year (if not then to be by third year)

2.2 SALES SUPPORT(40%) (sales promotion of kitchens for Pridex Commercial)

ACCOUNTABILITIES	MEASUREMENT CRITERIA	STANDARDS		
		Minimally Successful	Fully Successful	Exceeds Fully Successful
Actively promotes sales by Pridex Commercial to all non retail customers ensuring thorough and frequent follow up of all calls made	Number of contacts with new builders	Less than 2 contacts per day	At least 5 contacts per day	7 – 10 contacts per day on average
Monitors sales on a monthly basis to ensure that steady growth in existing customer sales happens as well as growth in new customer sales	Growth in monthly order values as measured on KPI	Monthly sales growth averages 5% per month	Monthly sales growth averages 5% per month	Monthly sales growth averages 15% per month
Ensure complete and uptodate knowledge of all products sold as per catalogue	Sound knowledge being demonstrated in discussions with Commercial customers	Only some questions able to be answered without reference to a manager	All questions able to be answered without reference to a manager	Actively promotes and supports an up-to-date electronic knowledgebase capable of answering all questions
Ensure that all necessary follow up material is completed and centrally filed	All database and folder fields are completed correctly	10% returned files due to incomplete information	5%	none
Attends to requisite administrative and sales procedures	Process followed with all steps completed	90% steps completed	100% steps completed	100% steps completed

2.3 SAFETY, HEALTH AND ENVIRONMENT (2%)

ACCOUNTABILITIES	MEASUREMENT CRITERIA	STANDARDS		
		Minimally Successful	Fully Successful	Exceeds Fully Successful
Operates in a manner consistent with the company's standards and values	Is fully conversant at all times with standards and values	Partially conversant; applies them occasionally	Fully conversant and always applies standards and values	Promotes the standards & values at any opportunity to the wider Pridex community
Maintaining high standards of housekeeping	Area inspections and internal S H & E audits	Audit score of 50%	Audit score of 75%	Audit score of 100%
Attending S H & E training sessions	Attendance records	1 training session attended per year	2 training sessions attended per year	All available training sessions attended
Reporting all incidents (hazards, accidents, occupational illnesses)	Incident reports	Some incidents reported	All incidents reported, investigated and actions taken within 60 days	All incidents reported, investigated and actions taken within 30 days
Undergoing occupational health monitoring as required by the company's health procedures	Meetings with OH Nurse	Meet with OH Nurse as required	Ensures that relevant staff meet with OH Nurse as required	Active promotes occupation HS at all levels

2.4 TRAINING AND GENERAL DUTIES (8%) (Pridex is committed to a continuous training philosophy)				
ACCOUNTABILITIES	MEASUREMENT CRITERIA	STANDARDS		
		Minimally Successful	Fully Successful	Exceeds Fully Successful
Learn and understand new product using training manuals, suppliers' brochures, internal and external courses and policies.	Know all products and learn new product thoroughly within 2 weeks of it's release..	95% of product known and brochures read when received. Product not used until fully understood	100% of product known and brochures read when received	100% of product known and brochures and training requested
Ensure total familiarity with the sales manual and installation manual and all policies and procedures as they affect the Sales function and contributes to improvements	Recall of procedures and policies and improvements made	Knows most of procedures and requirements	Knows most of procedures and requirements and actively contributes to improvements.	Knows all procedures and requirements and actively contributes to improvements.
Attend training meetings and seminars	Attendance roster	Attendance of 80%	Attendance 100%	Attendance 100%
Implement training	How well implemented	Only implements occasionally	Implements training and demonstrates learned abilities	Implements training and makes suggestions for other improvements
Any other duties as assigned by management	Done to best ability with positive attitude	Done reluctantly and NOT on time	Done successfully and on time	Done and additional training requested to upskill

3 ORGANISATIONAL RELATIONSHIPS

3.1 Intra-Departmental

Please refer to our organisation chart

3.2 Cross - Functional (i.e. important working relationships)

- Franchise Owner
- Installation Manager
- Design and Processing team
- Customers
- PINZL Production Manager
- Franchisor

2. OPERATING ENVIRONMENT

It is important that the incumbent fully understands how the Position fits within the wider company.

To be truly successful in the Position, it is vital to be fully conversant with and to embrace the Vision and Mission Statements of the company which are as follows:

Vision of the company

“To lead the NZ kitchen industry by being both the employer and supplier of choice”.

Mission of the Company

“Creating better lifestyles for our customers by providing fashionable, well designed, functional kitchens at affordable prices”

A brief history of the Company

Pridex Kitchens and Wardrobes has been designing, manufacturing, selling and installing kitchens and wardrobes since 1982.

A vital difference from other kitchen manufacturers is the clear vision outlined above. A shared Vision determines the company's potential and the actions required to achieve sustainable and successful growth.

Over the years this vision has resulted in a number of moves to larger and larger manufacturing premises as Pridex continued to invest heavily in developing new markets, improving production facilities and investing in human resources.

Our current efforts are aligned and keenly focussed on the following 4 key growth strategies

- The development of a NZ wide “footprint” through a independently owned franchise network
- Manufacture in separate North and South island factories using common manufacturing processes
- NZ wide supply to national Group Housing companies
- Development of a wardrobe product range to complement the kitchen range

As of July 2010 the franchise network consists of North Island showrooms in East Tamaki, Tauranga, Napier, Palmerston North, Kapiti, the Wellington CBD, Upper Hutt and in the South Island in Christchurch, Dunedin and Queenstown. Further franchised showrooms will open in Whangarei, Invercargill, Hamilton and Marlborough during 2010 and 2011.

Background to Pridex's products

All kitchens and wardrobes are custom designed and manufactured to individual customer specification.

Pridex Kitchens and Wardrobes currently supplies three main markets:

- The Group Housing market (national housing contracts) serviced by Pridex Commercial.
- The Retail market (new build and renovation) serviced through independently owned franchises.
- The Contract market (apartments and retirement housing complexes) serviced by Pridex Commercial.

Requirements of the position

The Sales and Design Support position primarily focuses upon assisting the Design Manager in identifying new sales opportunities and then ensuring these opportunities become sales in the shortest possible time.

This is achieved with a combination of strong people skills, combined with sales and technical design skills.

The Position reports to the Design Manager who provides them with significant latitude to respond to customer needs within established company policy and procedures and ensures ongoing training, guidance and career development

This Position is an important part of a team that will assist the company to achieve and be recognised for all round “Excellence” awards. To do this successfully, will require an understanding of all processes across the company from sales, through production,

administration, and quality, to installation. In doing this the incumbent will need to fully embrace the strategic vision of the company in so far as it is evident in the Vision, Missions, Goals, Targets, Objectives and Strategies of the company

To support all business processes, Pridex embraces the use of modern technology and IT systems, amongst other "Best Practices" gradually being introduced as part of the culture of "continuous improvement". The incumbent needs to be fully committed to the use of these systems, as they are integral to the success of the position.

Further details of the Group and their associated products can be obtained from the website at www.pridex.co.nz.

On this website can be found documents detailing why Pridex is widely regarded both as a "**Employer of Choice**" and a "**Supplier of Choice**" in the kitchen manufacturing industry as well as Pridex's "Core Values"

5. SKILLS AND EXPERIENCE FOR THE JOB

5.1

SKILLS	COMPETENCY LEVEL of skills required
Planning and organisational skills	Advanced
Entrepreneurial ability	High
Effective team leadership and motivational skills	High

5.2

ESSENTIAL EXPERIENCE REQUIRED	DESIRABLE EXPERIENCE REQUIRED
Experience in account management	Kitchen Cabinet Design / Manufacturing experience
Staff Management	Computer drawing packages e.g. 2020 and Auto Cad
Computer Systems Understanding	
Microsoft Excel & Word	
Conflict management	

6. CORE COMPETENCIES

Fuller explanation of the meaning of core competencies is available on our website at www.pridex.co.nz under Recruitment. Below is a summary of the competencies required.

Core Competencies Required For Position	STANDARD DEFINITION
B4 Flexibility	Ability to alter behavior and opinions in the light of new information or changing situations.
B7 Tenacity	Repeated and enduring efforts to overcome obstacles and/or to complete tasks
C2 Rational Persuasion	Building persuasive arguments based on logic, data and the objective merits of the situation
DI Initiative	Engaging in proactive behavior; seizing opportunities.
D6 Results Orientation	Focusing on key objectives; wanting effective outcomes.

7. AUTHORITY AND DIMENSIONS

7.1 AUTHORITY

7.1.1 Personally Authorise

Daily scheduling requirements
Orders
Safety procedures

7.1.2 Discuss with Team Leader before authorising

N/A

7.1.3 Recommend action to my team leader

N/A

Typical examples of planning future activities.

- **Day by Day**

Implementation of customer service improvement Plan
Tendering and quotation to group builders
Improving account-management operating and planning procedures.
Communication of production delays to end customers.
Management of installation and feedback process

- **Quarterly, Semi quarterly and Monthly**

Meeting of deadlines.

7.2. DIMENSIONS

7.2.1 Personnel Dimensions

Communicate and working with contract installers

8. CHALLENGE OF THE POSITION AND PROBLEM SOLVING

8.1 Major challenges

Ensuring excellent customer service and satisfaction
Ensuring on-time completion of quotation.
Ensuring on-time completion of installation.

8.2 Typical Problems

Changes to scheduled dates eg. installation date, delivery dates
Follow-up and resolution to problems without delay eg. Benchtop issues, remedials
Contractors Resource not adequately trained, eg. Installer not trained the Pridex way.

This Position Description fully represents the Position and the Accountabilities as they stand as at the date of signature. I fully understand the requirements of each "Accountability", the "Measurement Criteria" and the "Standards" and how they will be used in my regular "Performance and Development Review.

Signed _____

Date _____