

POSITION DESCRIPTION

Job Title: Sales and Design Consultant	Date updated: 29 January 2010
Incumbent:	Signature of incumbent:
Franchise: –	Signature of team leader:

1. PRIMARY OBJECTIVE

To achieve monthly sales and profit targets by effectively and efficiently converting sales leads to sales contracts, whilst ensuring complete customer satisfaction and feedback throughout the sales process.

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

2.1 ACHIEVEMENT OF SALES AND PROFIT TARGETS (71%)				
ACCOUNTABILITIES	MEASUREMENT CRITERIA	STANDARDS		
		<i>Minimally Successful</i>	<i>Fully Successful</i>	<i>Exceeds Fully Successful</i>
Ensure agreed sales targets and budgets are met or exceeded	Weekly and monthly totals sales totals.	80% Sales Target	100% Sales Target	120% Sales Target
Ensuring that the profitability of each job exceeds target levels as defined	Gross profit divided by Sales % for each job	All jobs DO NOT achieve an average of at least 20% Gross Profit	All jobs achieve an average of at least 20% Gross Profit	All jobs achieve at least an average of 25% Gross Profit
Achievement of sales budgets	Monthly orders received	Sales orders average less than \$40,000 excluding GST per month over past three months.	Sales orders average greater than \$40,000 excluding GST per month over past three months.	Sales orders average greater than \$60,000 excluding GST per month over past three months.
Plan daily process to achieve and maintain sales	Close Rate	40% Close/strike	50% Close/strike	65% Close/strike
Ensure that cold calls to builders database are made regularly and that new information is added regularly	Regular entries and updates to the Builders database	5 entries made per week to previously uncalled builders: 5 to previously called builders	10 entries made per week to previously uncalled builders: 10 to previously called builders	15 entries made per week to previously uncalled builders: 15 to previously called builders
Ensure sales leads (whether they be by showroom visit, email, consent list or phone/other) are followed up immediately upon receipt thereof.	Establish contact with customer upon receipt of the lead.	Lead not followed up by close of business on day received.	Followed up immediately.	Followed up immediately and an appointment scheduled with customer.
Arrange first appointment with customer, recording details in Enquiry master database	Timely contact made with customer.	Contact made with customer within 24 hours and appointment made within 7 days of first contact.	Contact made with customer within 24 hours and appointment made within 3 days of first contact.	Contact made with customer within 24 hours and appointment made within 1 day of first contact.
Undertake accurate and informative site measurements.	Quantity of remedial work relating to site measurement inaccuracies.	95% accurate site measurements	100% accurate site measurements	100% accurate site measurements

Preparing for each appointment based upon the way the customer was critiqued by the Showroom Consultant or Host.	Use of Outlook and Enquiry Master contact databases to plan appointments and to record outcomes of all communications.	Appointments sporadic and only scheduled in official work hours. IM not updated regularly	Contact databases fully up-to-date and reflects appointments throughout the day including after 5.00pm or during weekends to reflect customer needs	Contact databases fully up-to-date and reflects appointments scheduled around a wide time scale.
Plan and maintain regular customer liaison including timely prepared quotations.	Quotes prepared within both company and customer expectations.	5 Days from first consultation.	3 Days from first consultation	2 Days from first consultation
Present quote requirements leading to and including closing the sale	Meeting time frame set by client	Customer's receptiveness will dictate	Customer's receptiveness will dictate	Customer's receptiveness will dictate
Collect and Receipt Deposit Payments	Compliance with SOP for Accounting	Deposits collected and correct paperwork completed in full.	Deposits collected and correct paperwork completed in full	Deposits collected and correct paperwork completed in full
Gather and complete all specification data from customer to enable completion and customer sign off.	All forms and data fields correctly filled in before submission to Production Planning	98% Data complete and/or submitted late	100% Data complete in time.	100% Data complete in time.
Prepare final plans and working drawings for customer to sign-off.	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 customers 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
Ensure that the customers' expectations are met at all times	Customer feed back questionnaire.	Customer Satisfied	Customer happy and expectations met and customer willing to refer consultant	Customer happy, expectations exceeded and customer willing to refer consultant
After sales care	Care packs delivered and feedback from customers received	Care packs delivered within week of final payment.	Care packs delivered within 3 days of final payment	Care packs delivered within day of final payment
Plan and follow through after sales service calls and build and encourage referral network	Amount of jobs sold from referral (Trade and retail)	<30% within first year	>30% within first year	>40% within first year
Ensuring feedback obtained from every customer	Feedback requested on completion of job	Feedback request to website is made more than 1 month from completion of installation and final payment	Feedback request is made within 1 week of completion of final payment.	Feedback request is made within 1 week of completion of final payment. Written testimonial received in addition to web survey
2.2 EFFICIENT DESIGNS (15%)				
Design effective kitchen layouts that meet both customer requirements 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	>90% 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 remedials

2.3 SALES BACKUP (8%)				
ACCOUNTABILITIES	MEASUREMENT CRITERIA	STANDARDS		
		Minimally Successful	Fully Successful	Exceeds Fully Successful
Provide back up to showroom host e.g. - Critique potential customers	No showroom visitors are left unattended and critiquing form completed	Critique form completed and appointment made	Critiquing gathers all information assisting in sale	Critiquing gathers all information assisting in sale
Works rostered weekends to meet the changing needs and expectations of clients	Attendance at rostered weekend. Customers well looked after in showroom at all times	Showroom visitors leave showroom without a sales pack	Showroom visitors leave showroom with appointment scheduled and sales pack	Showroom visitors leave showroom with appointment scheduled and sales pack
Ensure complete knowledge of all product sold as per sales catalogue as well as all third party products such as appliances and accessories	Knowledge being demonstrated in discussions with customer and in plans submitted to factory	Customers questions answered and/or further explored to offer working solutions.	Customers questions answered and/or further explored to offer working solutions. Plans fully understandable and complaint with factory requirements.	No queries from factory nor any remedials
Ensure that all necessary follow up material is completed and filed in Inquiry Master	All database and folder fields are completed correctly	10% returned files due to incomplete information	5% returned files due to incomplete information	All fields full completed and maintained in updated condition,
Attends to requisite administrative procedures	Sales process followed with all steps completed	90% steps completed	100% steps completed	100% steps completed. Improvements suggested.

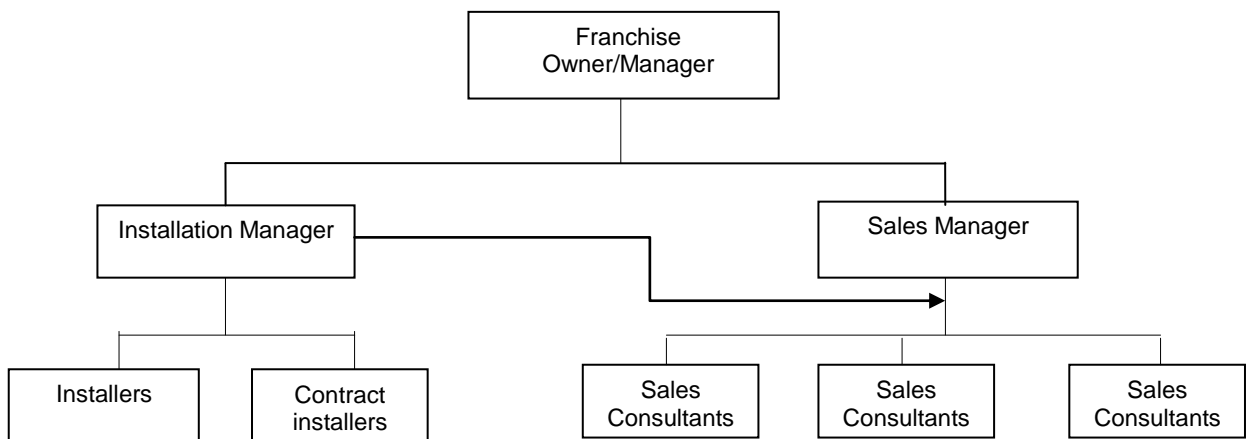
2.4 SAFETY, HEALTH AND ENVIRONMENT (1%)				
ACCOUNTABILITIES	MEASUREMENT CRITERIA	STANDARDS		
		Minimally Successful	Fully Successful	Exceeds Fully Successful
Operates in a manner consistent with the company's standards and values	Knowledge of standards and values	Partially conversant; applies them occasionally	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 80%	Audit score of 90%	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 10 days	All incidents reported, investigated and actions taken within 5 days
Undergoing occupational health monitoring as required by the company's health procedures	Meetings with Health and Safety representative	Meet with Health and Safety representative as required	Ensures that relevant staff meet with Health and Safety representative as required	Actively promotes Occupational Health and Safety at all levels

2.5 TRAINING AND GENERAL DUTIES (5%) (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
Be aware of the existence of, and the content of, all SOPs as they specifically impact on the position and the team.	Knowledge of the content of SOPs affecting the position	Not aware of the existence of specific SOPs	Aware of the existence of specific SOPs and applies them.	Aware of the existence of specific SOPs, applies them and contributes to their improvement whenever possible.
Ensure total familiarity with the sales, design and installation manuals 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 as directed by the Franchise manager	Attendance roster and taught concepts flowing through into work	Attendance of 80%	Attendance 100%	Attendance 100%
Any other duties as assigned by management	Done to best ability with positive attitude	Done reluctantly	Done successfully	Done successfully and additional training requested to upskill

3 ORGANISATIONAL RELATIONSHIPS

3.1 Intra-Departmental



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

- Franchise Owner
- Sales Manager
- Installation Manager
- Other Sales Consultants
- Installers
- Customers

3 OPERATING ENVIRONMENT

It is important that the incumbent fully understands how the Position fits within the wider company. In brief, it is necessary to be fully conversant with the following:

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 has been designing, manufacturing, selling and installing kitchens since 1982. From the outset, a vital difference from other kitchen manufacturers has been the clear vision held by management of the future, 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 to support the company's growth strategy.

This growth strategy resulted in the development of a franchise model in anticipation of widespread growth in Pridex's representation across New Zealand. As part of developing this growth strategy nationally, in 2008 the company added a Christchurch kitchen manufacturing plant to enhance its ability to service our South Island customers via the growing national franchise network.

As of July 2009 the franchise network consists of North Island showrooms in East Tamaki, Palmerston North, in the Wellington CBD, in Upper Hutt, Kapiti and in the South Island in Christchurch. Further franchised showrooms will open in Tauranga, Whangarei, Napier, New Plymouth, Dunedin, Invercargill and Marlborough during 2009.

Background to Pridex's products

Historically, kitchens manufactured have been custom designed to individual customer specification. The process of custom making kitchens has a number of advantages and disadvantages in comparison to manufacturing standard products, such as office furniture.

Pridex Kitchens currently supplies three main kitchen markets, notably the construction industry, the retail market (largely based on renovations) and the big box retailers, notably Mitre 10 and Carters. The construction market is important to the company as although the margins are tighter than the end user market, the potential for high volume production runs and the associated benefits, provide a very important volume and cash flow base.

On the other hand, the retail market is a more fussy market but with slightly higher returns. Marketing via this channel is centered on the national franchise strategy

Requirements of the position

The Kitchen Designer primarily focuses upon maximising the conversion of customer appointments into orders. This is achieved with a combination of strong people skills, sales and technical design skills. The Kitchen Designer seeks to develop trust, rapport and confidence with the customer. They analyse the customers' needs, match their needs to Pridex products, translate the customers' preferences into a three dimensional, and then gain their commitment to the purchase of a new kitchen.

The Kitchen Designer ensures the plans and contracts are completed and signed by the customer and collects the deposit.

The Kitchen Designer is also heavily dependent upon the Franchise Manager and Showroom Consultants for their success. They rely on them for the creation of leads, and for the qualifying and expectation management of the customer. It is also important that Kitchen Designers develop effective working relationships with the Showroom team to provide them with feedback to promote effective lead generation

The Kitchen Designer reports to the Franchise 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

The Kitchen Designer 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”

4 **SKILLS AND EXPERIENCE FOR THE JOB**

5.1

SKILLS	COMPETENCY LEVEL
Effective planning and organisational skills	Advanced
Effective communication skills	Advanced
Selling skills	Advanced
Computer Knowledge	High
People skills	Advanced

5.2

ESSENTIAL EXPERIENCE REQUIRED	DESIRABLE EXPERIENCE REQUIRED
Time Management	Kitchen Cabinet Manufacturing Background
File Management	Computer drawing packages e.g. 2020 or Quisine
Interaction ability	Financial software eg MYOB, Pastel
Team player	Knowledge of Practical Kitchen Design
Microsoft Excel, Word and Outlook - advanced	Computer Knowledge
	Design skills
	Good numerical understanding

6. **PERSON SPECIFICATION**

We have found that people that have Myers Briggs personality type ESFP (or similar e.g. ESFJ) best suit this role:

IDEAL BEHAVIOURAL TRAITS
Extremely friendly, sociable and outgoing
Enjoys working with and selling ideas to people
Good communicator, very optimistic, tending to see the positive side of things
Extroverted and outgoing
Restless, driving and energetic
Strong sense of urgency to get things done
Works well under pressure and enjoys meeting tight deadlines
Independent, persistent and decisive
Takes charge and shows initiative
Has the strength to follow through and keep at it
Competitive, ambitious and goal orientated
Enjoys overcoming objection/resistance and achieving goals in the face of obstacles

5 **CORE COMPETENCIES (maximum of 5)**

Core Competencies required For Position	STANDARD DEFINITION
B3 - Adaptability	Maintaining effectiveness in different situations, environments and cultures
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
D1 - Initiative	Engaging in proactive behavior; seizing opportunities.
D6 - Results Orientation	Focusing on key objectives, wanting effective outcomes

6 AUTHORITY AND DIMENSIONS

7.1 AUTHORITY

7.1.1 Authorised to

Close sales according to the policies and procedures
 Open and Close showrooms
 Receive money and issue receipts on behalf of the company
 Access and use company CAD packages
 Discount from the retail price within company policy and procedures to achieve sales

7.1.2 Discuss with Team Leader / Manager before authorising

Customer benefits and service

7.1.3 Recommend action to my team leader

Marketing ideas
 Product investigation

Typical examples of planning future activities.

Day by Day

Meeting of deadlines
 Ensuring all leads are followed up immediately
 Using sales closing techniques effectively

Quarterly, Semi quarterly and Monthly

Increasing daily productivity output
 Recommending improvements to the range of products on offer within the sales process.

8 DIMENSIONS

8.1 Personnel Dimensions

The position has no direct reports

9 CHALLENGE OF THE POSITION AND PROBLEM SOLVING

9.1 Major challenges

- Achieving sales targets and conversion rates.
- Forward checking of delivery / install dates.
- Ability to plan and prioritise given the many varied dimensions of the day

9.2 Typical Problems

- Dissatisfied customers
- Individual customers who change their minds

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 _____

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