

JOB DESCRIPTION

Job Title	Commercial Sales Manager
Job Holder	
Responsible to:	Head of Partnerships and Donor Care
Responsible for:	<ul style="list-style-type: none">• Identify new business sales leads• Develop leads by building relationships with customers• Convert the leads into sales
Main Duties:	To drive commercial revenue and build new business by identifying new and selling existing products and partnerships
KPI's	Achieve and exceed set sales targets on a monthly basis

Responsibilities and duties relevant to this role:

- Identify and deliver new commercial opportunities for agreed products and partnerships by generating lead targets, researching, making the relevant approaches to the target organisation and ultimately concluding the sale.
- Drive and take ownership for the sales of Foundation of Light corporate products including but not limited to the corporate membership programme and entry level partnerships up to the value of £10,000
- Drive and take ownership for the sale of Beacon of Light corporate products including but not limited to Beacon of Light 73 Steps, Friends of the Foundation Boot Wall, Beacon of Light pitch sponsorship as well as lower level sponsorships/partnerships up to the value of £10,000
- Drive sales and sponsorship for Foundation fundraising events including but not limited to Gala Dinner and Golf Day sponsorship and hospitality as well as Lambton Run and Cycle Challenge sponsorship.
- Actively seek out new sales opportunities through cold calling, networking, direct targeting and via business related social media
- Understanding client needs and creating bespoke partnership presentations that incorporate multiple assets that deliver upon them
- Overcome objections from customers to achieve sales
- Contribute to customer retention through transparent communication with customers
- Agree weekly and monthly lead targets with the Head of Partnerships to support strategic targeting and to ensure there is no duplication across the various sales functions
- Be aware of all opportunities within the organisation to ensure the ability to cross sell products and identify key areas of interest for the prospect
- Identify possible new products by remaining current on industry trends, market activities, and competitors
- Produce accurate weekly sales reports in agreed format required by the Head of Partnerships
- Ensure all pricing is in accordance with the price structure unless approved by the Head of Partnerships
- Ensure all commercial activity is accurately recorded on our CRM system
- Work with the marketing and communications team to produce relevant sales material and identify marketing opportunities to support sales

Experience and skills

- Strong communication skills across all levels
- Ability to demonstrate personal resilience to achieve great results
- Highly self-motivated

- Ability to demonstrate financial awareness and a profitable mind-set, continuously thinking of creative ways to drive sales, manage costs and add value
- You will have excellent proven negotiation and selling skills
- You will have a strong attention to detail in terms of diary management and following up within agreed timeframes
- Ability to work independently, always maintaining the Foundation of Light's core values
- Maintain a professional image to all customers through attitude, behaviour and appearance
- You will have a passion for customer service, have a process orientated approach and be professional and well-presented
- You must have previous sales experience and a proven track record of delivering upon targets
- You will have a valid UK Driving Licence

Administration and M&E responsibilities and duties:

- Following the Measuring Impact and Excellence Policy and Procedure to set impact measures, collect feedback, record and measure impact reporting internally and externally
- Work within the established administrative and financial systems to ensure smooth running and quality of projects
- Complete relevant administration for partner agencies
- Produce accurate ad hoc reports as requested
- Answer internal and external queries in relation to your role in a timely and professional manner
- Ensure third party agreements, service level agreements, risk assessments, lesson files and session plans are up to date, in place and signed where relevant
- Ensure databases are updated on a regular basis with correct information
- Complete and keep up to date: monthly reports (including dashboards), quarterly pro-v-act statistics, traffic lights and development plans
- Contribute to the Self-Assessment process and work to the agreed objectives for your team and the organisation

Equality, Diversity and Inclusion Statement:

All individuals will be treated equally and fairly in the application of this procedure. All reasonable requests to accommodate requirements in terms of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation will be made.

FOUNDATION OF LIGHT CORE VALUES
We work as a team
We are professional
We are proud of what we do and dedicated to achieving our goals
We are progressive and forward thinking
We are fully committed to achieving the best for our customers and communities
We are passionate and enthusiastic

Please note - you may also be required to carry out other tasks, not listed, to assist in the efficient operation of our business. At all times you will be required to act in accordance with company policies, follow departmental procedures and maintain the highest level of confidentiality.



Acceptance of the job description by the Employee:

Signed

Print Name

Date

Last review date: **March 2020**

Next review date: **October 2023**