



<b>Job Description</b>	<b>Approved by: John Henderson</b>
<b>Job Title: Engineering Sales Representative</b>	<b>Date: 13<sup>th</sup> December 2021</b>
<b>Department: Sales</b>	<b>Revised Date: 13<sup>th</sup> December 2022</b>
<b>Reports to: General Sales Manager</b>	

### Purpose of role

Manages the sales of the of the company's adhesive products and services within the North of England. Ensures consistent, profitable growth in sales revenues through positive planning. Identifies objectives, strategies and action plans to improve short- and long-term sales and earnings. Business development and relationship building with new and existing customers.

### Key Responsibilities

#### Prospecting

- Develops contact list and prospects to find new business and customers while utilizing multiple sources to develop prospect list, including, industry guides, key vendor partner input, referrals from existing customers, and other ESRs.

#### Makes sales calls to existing and perspective customers.

- Determines potential applications
- Presents viable Ellsworth Adhesives solutions
- Secures opportunities to quote on existing and potential customers' requirements by visiting the customer facility and/or contacting by phone.
- Follows up (by phone or visit) on quotations submitted to customers.
- Develops a plan for every call and a strategy for each account.
- Establishes professional customer/vendor relationships with appropriate customer personnel (purchasing, engineering, manufacturing, quality assurance, management, and other key personnel).
- Conducts Plant Audits at existing and prospective customers to work on consolidation and cost-savings initiatives.

#### Resource Coordination

- Collaborates with internal Ellsworth's partners, including, customer service, tech team, logistics, purchasing, management, and other employees as to support their efforts at assigned accounts.
- Coordinates trials and development with Customer Service Representative, vendor representatives, technical personnel, and R&D.
- Provides complete and accurate customer requirements to comply with Ellsworth's quality system.
- Communicates with the immediate supervisor on a regular basis as needed. Participates in regular sales meetings and will meet periodically with the immediate supervisor and VP of

Sales and Customer Service Manager to counsel, chart progress, and identify performance improvement opportunities.

**Sales Administration and eTools**

- Provides business reports on scheduled basis.
- Provides a territory sales forecast.
- Manages a portfolio of opportunities
- Follows up in a timely fashion and provide timely and accurate feedback on leads and referrals generated from trade shows, vendor supplied leads and leads generated from Ellsworth Adhesives marketing efforts.
- Maintains and utilizes customer data via Ellsworth's database management software.
- Completes and submits required reports accurately and on time.

**Skill Building**

- Maintains technical knowledge and effectively utilizes technology to efficiently manage their territory.
- Continues personal technical knowledge improvement by attending vendor training, reviewing vendor websites and literature. Review's competitor websites and literature. Subscribes to and reviews industry trade magazines.

**Delivers Results**

- Responsible for meeting sales quotas, satisfying customer needs, and adhering to the policies and procedures of Ellsworth Adhesives.
- Develops projects, programs, timing and goals to meet the sales targets as reflected in the Annual Operating Plan.

**Demonstrates Principles of DPS Training**

- Demonstrates consistent use of Key Principles of DPS
- Listening, Exploring, Acknowledging, Responding
- Recognizing the Customer's operating reality
- Developing and delivering presentation process
- Technical Adhesives Knowledge
- Presents potential solutions from the full Ellsworth Technology Kit, including all major types of adhesive technology, packaging and dispensing options.
- Vendor Politics and Collaboration
- Demonstrates consistent collaboration with multiple key vendors and is able to grow while minimizing vendor conflict.
- Provides a wide range of business across multiple vendors.

**Skills/Experience**

- 3+ years of experience of related industrial experience and/or training
- Bachelor's degree from a four-year college in a related field of study or equivalent training or experience
- Above average PC skills and high proficiency with Microsoft Office products and windows-based software
- Must be meticulous with above average detail orientation, accuracy, and follow-through
- Ability to be self-directed and individually resourceful, working independently but also within a fast-paced team environment
- Always maintain professionalism and have strong customer service and verbal communication skills
- Ability and willingness to learn and grow within a dynamic and expanding company

- Full UK driving license.

Name .....

Signed.....