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| ROLE Title: | Outbound B2B Sales & service executive | Date: | June 2021 |
| ROLE Code: | B6 | Business Unit: | Contact Centre |
| Job Family: | SME, Consumer Roadside Operations |  |  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose :**The purpose of the Outbound Sales & Service Executive is to liaise with B2B customers to deliver exceptional and compliant member experience that results in businesses choosing to join, renew and remain with the RAC.  **Non financial:**Working hours will usually be Monday – Friday, subject to weekends based on business demand.**Reports to:** Team Manager**Relationships:**Internal:Director of Contact Centres, SME Operations Manager, Real-Time, Planning & forecasting Team, Training Team, Adherence Manager, Customer Care Team and billings & collections. External: RAC Customers | **Outcomes** Key Deliverables:* To deliver exceptional service to our members through up-to-date regulatory compliance and knowledge including but not limited to FCA, IDD and GDPR, ensuring we have the member at the heart of everything we do.
* Effectively engage with businesses who are thinking of joining, renewing, or leaving us, reviewing their needs and reasons for leaving while positively promoting our differences versus competitors to maintain a strong conversion rate.
* Following up on prospect data, inbound leads and marketing campaigns to build up and nurture a long-term pipeline of sales opportunities and maintaining a good level of conversation rate.
* Utilising data and CRM/database to record accurate details about clients and prospect data.
* Ledger management, using specialised tools to identify businesses with outstanding debt, offering alternative payment methods whilst successfully collecting invoices that are overdue to support business targets.

KPIS* Key performance indicators for acquiring and retaining members through adherence to shift schedule, in a business-to-business environment to achieve the business sector targets and budget
* Consistent achievement of personal and departmental performance metrics in line with organisational targets
* All KPI’s will be defined/outlined by the department manager and communicated monthly.

Regulatory* Completion of annual regulatory essential learning and ongoing CPD to ensure clarity and knowledge of personal responsibility to demonstrate compliance as a RAC Colleague
* To deliver exceptional service to our customers through up-to-date regulatory compliance and knowledge including not limited to FCA, IDD and GDPR, ensure we have the customer at the heart of everything we do

Customer service* Providing great customer service to our members through keeping accurate records up to date and providing basic customer service responsibilities
* Effective handling of all customer requests, where you have the system and knowledge capability

Multi-skilled* Demonstrating flexibility and agility through movement across departments and telephony lines as required by the business need to undertake additional activities required, which may include inbound calls from other departments. When doing so deliver against the metrics and processes for that area

Personal Development* Bring to life the RAC values in everything you do
* To take responsibility and accountability for your own learning, standards of performance and attendance. be open to feedback and support while acting on the recommendations agreed
* Excellent RAC product knowledge awareness of our competitor offers and objection handling skills to provide accurate facts to secure sales. Maintain this through keeping updated daily on briefs/training aids and taking ownership for completing your own research on products/competitors
* Demonstration of correct process when requesting time off and following the correct process for reporting absence and lateness.
 | **Skills/Knowledge/Experience*** Previous experience in a B2B sales and service environment
* Customer focused
* Excellent listening and communication skills
* Self-motivated and a self-starter
* Target driven, results focused and attention to detail
* Resilient and determined
* Desire to improve based upon feedback
* Passionate about RAC, our products & Brand
* Dynamic, flexible and adaptable to change
* Excellent interpersonal skills
* PC literate, good numerical and literacy skills

**Qualifications/FCA:*** Experience within customer facing or contact centre sales and service role is desirable
* Educated to GCSE/O’Level standard, to include Maths and English in grades A\*-C
 | **Core competencies:*** Achievement Drive Level (2)
* Customer Focus Level (2)
* Continuous Improvement Level (1)
* Developing self and others (1)
* Interpersonal & Influencing Level (2)
* Team working level (1)

 **Need to exhibit behaviours consistent with RAC core values:*** **Handle It together**

We work as one team; showing trust, respect, fairness and integrity* **Exceptional Service**

We deliver excellent results and service every time* **Raise the Bar**

We always look for new ways to be even better* **Own It**

We are empowered to take action |

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