



ETI Job Description

Job title	Sales Office Co-ordinator
Responsible to	Sales Office Supervisor
Responsible for	n/a

About ETI

Since its launch in 1983, Electronic Temperature Instruments Ltd, is a UK award-winning manufacturer renowned for its precision digital thermometers and temperature-related instruments. With a focus on accuracy and innovation, ETI caters to various industries such as food service and facilities management, offering reliable solutions for temperature measurement needs.

Sales Mission Statement

The UK and Exports Sales Departments are tasked with managing both existing customers and cultivating new customers both consumer and commercial in order to grow the business and maintain the business profitability through exemplary customer service and professionalism.

Key objectives for the Sales Department include:

- Increase UK sales by a minimum of 5% annually.
- Increase Export sales by a minimum of 5% annually.
- Conduct an annual review of ETI selling prices (September) and periodic customer discounts.
- Generate sales leads for the external sales team.
- Provide comprehensive product training to both customers and sales personnel.
- Maintain a customer wish list.
- Utilise the company's online platform to boost web-based sales to consumers.
- Support ThermoWorks to maximise sales in the US market.
- Ensure the retention of repeat customers and actively promote growth.
- Conduct visits or online video calls with customers to provide training and stimulate growth.

About the role

As a Sales Office Co-ordinator, you will play a crucial role in managing customer interactions and ensuring the smooth processing of sales orders. You will be responsible for accurately entering and managing customer purchase orders, maintaining up-to-date customer records, and communicating effectively with customers regarding their orders both online and on the phone.

Key Responsibilities

- Receive and input all customer purchase orders into the Sales Order System.
- Ensure customer purchase order details are correctly processed, particularly delivery and pricing instructions, in line with the customer's data file.
- Update the customer's data file as notified verbally or in writing.
- Notify customers of any delivery or production delays and advise on new delivery times.
- Contact customers to clarify purchase order details or instructions, if necessary.
- Advise customers when their accounts are on hold and hold delivery of goods, if appropriate.
- Raise proforma invoices for new accounts and perform credit checks on CreditSafe, if necessary.
- Investigate customer complaints regarding pricing/charges, raise credit notes upon management authorisation, and liaise with the quality department if necessary.
- Take customer orders by telephone, deal with general enquiries, and maximize sales whenever possible.
- Notify management of any issues to ensure they are dealt with promptly.

- Ensure customers (resellers/distributors) have the correct literature and images to promote ETI products effectively.
- Support their Regional Manager with regular updates.
- Pass on leads and quotations utilising NetSuite

Main interactions

- Internally – various departments within the organisations, mainly Purchasing, Production and Marketing
- Externally – Customers

Knowledge and experience

- Sales experience is preferred.
- Computer literacy is required.

Key skills

- Self-motivated and able to work independently with minimal supervision.
- Team player capable of working effectively with other departments.
- An outgoing personality is important.
- Well-organized and able to demonstrate effective time management.
- Strong communication skills for effective telephone interactions.
- Excellent communication and interpersonal skills.
- Exceptional planning and organizational skills.

Other

- Undertake all duties in accordance with ETI Ltd policies.
- Attend all training when required in order to adhere to mandatory regulations, legislation, and best practice.
- Promote the company positively at all times.
- Adhere to all aspects of confidentiality and Data Protection to ensure compliance with the law.
- The post holder will be required to undertake such other duties as may be required, therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.
- The organisation reserves the right to update or amend the job description, from time to time, to reflect changes to the role. The post holder will be consulted about any proposed changes.

I confirm that I have read, understood, and accept the duties detailed in this Job Description.

Name	
Signature	
Date	