



windsor telecom

## **JOB DESCRIPTION**

**JOB TITLE:** New Business Adviser

**LOCATION:** Farnham Office

### **JOB PURPOSE**

- To increase Windsor Telecom's new business revenue.
- To act as the primary and regular business contact for existing and new customers, ensuring high standards of service at all times.
- To educate customers in use of products and services to maximise sales opportunities.
- To maintain effective cross company communication with relevant support teams
- To uphold Windsor's core values and aims, observing procedures and quality standards at all times.
- To contribute to Windsor Telecom's commitment to continuous improvement both at individual, team and company level

### **MAIN RESPONSIBILITIES** (may be added to or varied to respond to the demands of the business)

- To actively seek out new business opportunities: cold calling, lead generation, networking, etc.
- To maintain effective and efficient communication with existing customers ensuring issues are dealt with promptly to promote the Windsor brand of providing excellent customer service.
- To initiate/authorise new and updated contract administration i.e. cancellations/change of ownership and supply all necessary details to support teams to in line with approved internal procedures.
- To collaborate with support teams on customer requirement & contract status, identifying problems and/or further sales opportunities and ensuring customer accounts remain profitable and retention levels improved.
- To promote wider understanding of company products and services, and effectively communicate all new sales initiatives /promotions to existing and new customers.
- Ensuring all notes on customer activity are recorded accurately in Windsor Information Management System (WIMS), including a detailed profile of each customer for targeted marketing campaigns.
- Identifying/maximising every opportunity to build a relationship with new and existing customers.
- To create added value opportunities through benefit up selling wherever possible.
- Ensuring all new / existing customers are contacted within a day of the completed set-up of new service.
- Ensuring regular contact with your existing client base (where relevant) and educating customers to make full use of their telephone numbers, re-selling and up selling benefits where possible.
- Regularly and consistently seek customer feedback to relay company-wide to contribute to development/improvement of services.
- Actively promote and encourage interest in Windsor Telecom's referral scheme wherever possible.
- To strive to meet and exceed where possible all sales team performance KPI's as set by Directors.
- Provide cover for other Account Managers in their absence to maintain continuity of service to customers.