

## JOB DESCRIPTION

<b>Job Title</b>	Sales Representative
<b>Responsible to</b>	Director
<b>Location</b>	Unit B, New Venture Buildings, Caswell Way, Reevesland Industrial Estate, Newport, NP19 4PW
<b>Job Purpose</b>	To provide a personal customer service and maximise volume of sales opportunities through excellent communication and product knowledge.
<b>Duties</b>	<ul style="list-style-type: none"> <li>• Maintain extensive knowledge of the Oriental food marketplace</li> <li>• Communicate fluently with Oriental customers in Cantonese and/or Mandarin</li> <li>• Plan regular visits and routes to reach customers</li> <li>• Liaise directly with existing customers to maximise sales volumes, values and profitability of orders</li> <li>• Generate new customers to expand sales turnover and profitability</li> <li>• Maintain up to date knowledge of Kwan Yick's product range, prices and delivery arrangements</li> <li>• Record and place orders in a timely and accurate way with the company stock controllers</li> <li>• Process customer payment records</li> <li>• Prepare receipts for customer payments at the time of payment and retain copies for company records and reconciliation</li> <li>• Reconcile payments with sales ledger in liaison with the finance department</li> <li>• Provide updated information to the company relating to customer payments</li> <li>• Collect late payments and follow up on all debtor schedules to reduce outstanding debt</li> <li>• Identify customers who may pose a risk of non-payment</li> <li>• Securely store cash, cheques and receipts</li> <li>• Prepare up to date information for reporting customer details at weekly management meetings</li> <li>• Collect customer data for credit ratings and assessments by the company</li> <li>• Address any customer order issues quickly and with feedback to all relevant parties</li> <li>• Support and work closely with colleagues for networking and team work</li> <li>• Provide support for colleagues in other geographical areas during periods of absence</li> <li>• Carry out other reasonable tasks in accordance with the needs of the business</li> </ul>

### PERSON SPECIFICATION

<b>Job Title:</b> Sales Representative	
	<b>Essential (E) Desirable (D)</b>
<b>EXPERIENCE</b>	
At least two years' proven track record in a sales environment	E
2 years' experience in customer services	E
Experience in Chinese catering trade	D
Experience of presenting, promoting and selling products to customers	E
Experience of reporting on customer needs, problems and potential for new products and services	D
<b>KNOWLEDGE &amp; UNDERSTANDING</b>	
Knowledge of Oriental food product ranges and prices	E
Good understanding of the Oriental food marketplace	E
Knowledge of geographical area to be covered	D
IT - Microsoft Office skills	D
<b>SKILLS</b>	
Ability to speak fluent Cantonese and/or Mandarin	E
Excellent time management, diary management and organisation skills	E
Excellent communication, interpersonal and negotiating skills	E
Ability to build and maintain excellent relationships with customers and colleagues	E
Able to prioritise workload and meet deadlines	E
<b>EDUCATION</b>	
5 GCSEs or equivalent at Grade C and above (including maths and English)	D
<b>OTHER</b>	
Right to work in the UK	E
Full, clean UK driving licence	E



*I have read the job description and understand the expectations for my role. I accept that the company may make amendments from time to time based upon business needs.*

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**Employee Signature**

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**Date**