



Together,  
we are a team

External Sales Executive  
(Paving Contractor Division)

# Contents

Background	4
External Sales Executive (Paving Contractor Division)	6
Requirements	7
Training	8
Benefits of working for Tobermore	9
Testimonials	10
Well-Known Schemes	12
The Team	13



**Trust  
Tobermore**

# 75 Years & counting

## Background

Tobermore is a European Quality Award winning company. We are a UK based paving and walling manufacturer specialising in the supply of world class landscaping materials including block paving, paving flags, kerbs, edging and walling products for both the domestic and commercial markets throughout the UK and Ireland.

### Our customer service

Our approach to customers provides reassurance and confidence that we listen to their needs, which makes us the supplier of choice. Tobermore seek to build lasting relationships with our customers by surpassing their expectations in quality and service. We believe in conducting our business in a manner, which achieves sustainable growth whilst maintaining a high degree of integrity, trust, honesty and teamwork.

### Our business processes

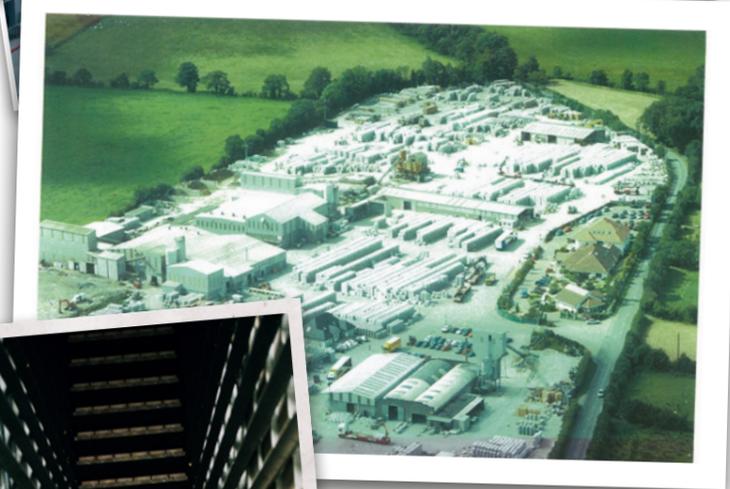
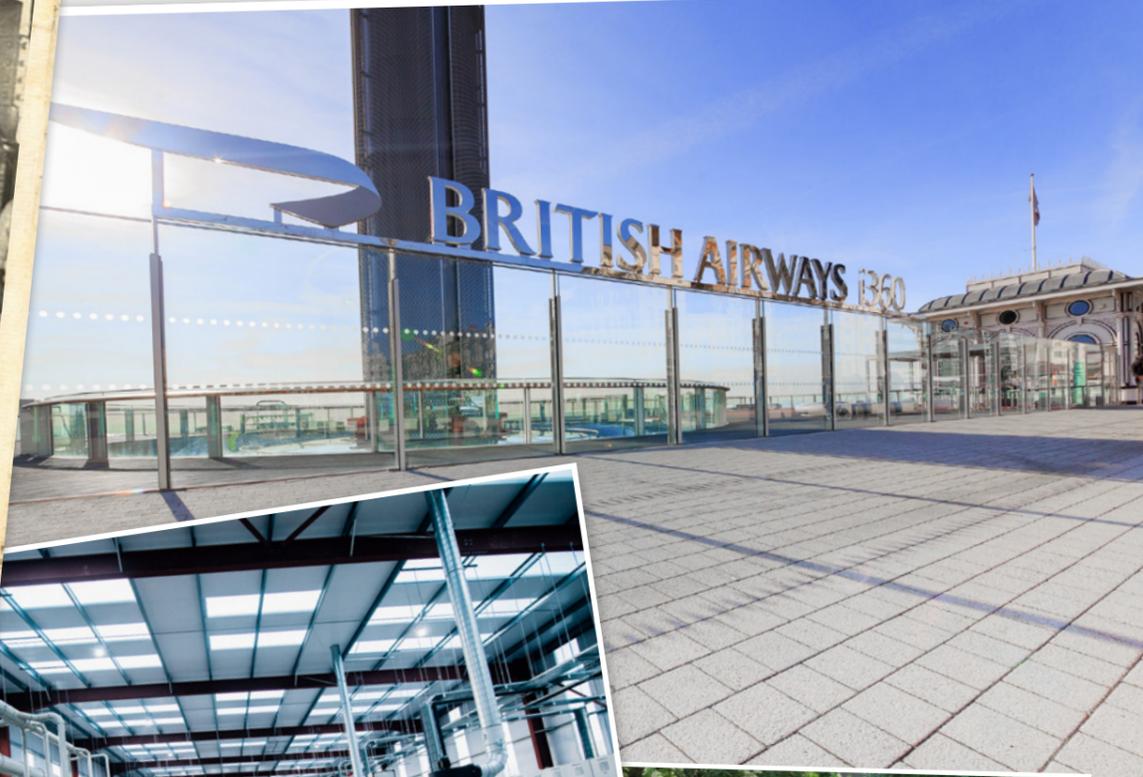
We make it easy for customers to do business with us. We have put the correct processes in place so customers find it easy to deal with us and get the products and information they require faster than our competitors.

### Our products

We provide our customers with a market leading choice of products to suit all project requirements. Our product quality throughout the years continually meets and surpasses customer expectations. Tobermore has received many other accolades to further support the company ethos of excellent customer service whilst providing high quality products. Tobermore is also an accredited ISO14001 and ISO9001 company.

### Our people

Our people are the backbone to our company. They understand the importance of customer relationships. People buy from people. Our success is a testament to how customers appreciate our staff that have been trained and developed to deal professionally with all customer requirements.



# External Sales Executive (Paving Contractor Division)

## Job Summary

An External Sales Executive (Paving Contractor Division) provides support and added value to Paving Contractors in their region, as well as supporting the Merchant Sales Managers to grow sales through stockists.

## Key Responsibilities

- Provide support to regional Paving Contractors as agreed by helping them to:
- Increase sales of Tobermore products through their customer base that includes paving contractors, and small contractors.
- Encourage merchant sales teams to pro-actively target new customers and visit through joint call days.
- Provide support to regional approved paving contractors by helping them to:
- Promote themselves and the Tobermore USP's effectively.
- Actively target new paving contractors to come onto the Tobermore approved scheme.
- Assess new paving contractors as per the approved paving contractor scheme.
- Follow up on all project opportunities and customer requirements within the timeframes required.
- Attend sales review meetings to discuss performance against objectives set.
- Attend regional sales team meetings to support the team objectives.
- Work with the regional sales team and head office staff who provides support to you in this role.
- Actively work on your target list of customers and ensure we are meeting those that can provide us with the most orders.
- Develop strong customer relationships to enable you to gain repeat orders.
- Use our added value services such as the design services to help gain more orders.
- Actively plan your diary in accordance to company procedures.
- Use hospitality as per company procedure to build and maintain relationships.
- Attend appropriate networking events to build your contact database and enable you to follow up and secure one to one meetings.
- Record all customers' interactions and notes as per company procedure.
- Learn all the products and services that Tobermore can provide.
- Maintain CRM system as per procedures.

- Use LinkedIn to identify customers and increase Tobermore brand awareness.
- Communicate professionally at all times with customers and as per company training provided.
- Play an active role in team meetings.
- All of this will be focused on the region and customers that have been allocated and agreed with you via the sales review process.
- Any other duties as required and as deemed within your competence.

Please note the word 'manager' is reflective of your role in managing your specific customer relationships in your designated region – it does not constitute managing other staff.

This job description is not exhaustive and serves only to highlight the main requirement of the post holder. The job description will be reviewed regularly and may be subject to change.

## Requirements

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• 5 GCSE's including English, IT &amp; Maths A – C</li> </ul>	<ul style="list-style-type: none"> <li>• A Levels / Degree – Business Related</li> <li>• Professional Sales Qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 6+ months of customer service experience</li> <li>• 6+ months of sales and business development experience</li> </ul>	<ul style="list-style-type: none"> <li>• Sales Experience</li> <li>• Selling to the retail construction sector</li> <li>• Face- to face selling</li> <li>• Presenting Experience</li> </ul>
<b>Knowledge, Skills and Competencies</b>	<ul style="list-style-type: none"> <li>• IT skills</li> <li>• Social Media skills</li> <li>• Punctual</li> <li>• Self-motivated</li> <li>• Team Player</li> <li>• Enthusiastic</li> <li>• Hard Working</li> <li>• Relationship Builder</li> <li>• Independent thinker</li> <li>• Excellent Communication Skills</li> <li>• Confidence to work independently or as a team</li> <li>• Very well organised</li> <li>• Ambitious</li> <li>• Adaptable to change</li> <li>• Resilient</li> </ul>	<ul style="list-style-type: none"> <li>• Construction Industry knowledge</li> <li>• Regional awareness</li> <li>• Telephone sales experience</li> <li>• Landscaping product knowledge</li> <li>• Laying experience</li> </ul>
<b>Physical Circumstances</b>	<ul style="list-style-type: none"> <li>• Full and clean driving license</li> <li>• Living location close to area that they will be covering</li> <li>• Willing to drive a commercial sign written van.</li> </ul>	

# Training

The Tobermore Induction Programme consists of 6 weeks of comprehensive training.

## Before Induction

- Complete E-Learning Courses:
- Introduction to Tobermore
  - Using the Tobermore Website
  - Company Structure
  - Virtual Factory Tour

## Week 1

- Health & Safety Induction
- HR Induction
- Introduction to Paving Contractor Team
- I.T. Induction
- Microsoft Teams Induction
- Accounts Overview
- E-Learning Overview
- New Starters Induction
- Strategy Prep
- Planning & Organisation Overview
- Product Training
- Technical Training
- Customer Overview
- Product Awareness

## Week 2

- Marketing Overview
- Commercial Market Overview
- Domestic Market Overview
- Digital Marketing Overview
- Consumer Sales Overview
- Sales Order Processing Overview
- Merchant Overview
- Regional Site Calls with Merchant Manager
- CRM & Power BI Overview

## Week 3

- Customer Scenario Training
- Job Specific Training
- Quality & Customer Complaints Training
- Virtual Sales Training Programme
- Regional Site Calls with Merchant Manager

## Week 4

- Planning Days
- Diary Calls
- Regional Site Calls

## Week 5

- Planning Days
- Diary Calls
- Regional Site Calls

## Week 6

- Regional Site Calls with Manager
- Training Recap

“*Tobermore hire great people and give them the tools to become awesome. The training, the people and the products are World Class. In short, the customers love Tobermore because the employees love Tobermore.*”

# Benefits of working for Tobermore



## Remuneration

The salary for this role is negotiable depending on experience.

## Bonus

A bonus scheme is included in the remuneration package for this post.

## Pension

You will be eligible to join the organisation's contributory pension scheme

## Annual leave

Your annual leave entitlement will be 30 days. Annual leave entitlement increases with service.

## Holiday Purchase Scheme

We have a holiday purchase scheme available for all employees.

## Company Credit Card Scheme

A company credit card is provided.

## Internet Allowance

A monthly internet allowance of £30 is provided.

## Additional benefits

Being part of an Award Winning Company – ‘One to Watch’ for Successful Workplace Engagement, won the European Foundation for Quality Management (EFQM) Business Excellence Award.

BHSF Connect Well-being Employee App – 24/7 Employee Support

Payroll Giving Employer.

Long term career prospects within a growing and financially stable family business.

First class working environment, newly refurbished and enhanced headquarters building.

Complimentary Employee Events.

Length of Service Awards.

Structured induction and probation period. Participation in charity fundraising events.

Very strong emphasis on training (internal and external), mentoring and development.

Excellent workplace culture and team approach.

A company car or car allowance is included in the package for this post.



# Testimonials



Olley Brannick - Paving Contractor Manager

“ My time at Tobermore has been great and I have loved every minute of it. After dealing with Tobermore previously for many years, I knew they worked to very high standard so when I got the opportunity to join the team it was a chance I couldn't miss. The PCM Team is great to be part of and is still growing, Team Tobermore all the way for me! ”

“ I have been with Tobermore for nearly 5 years. Tobermore takes pride in the products they manufacture and the people that work for them. Tobermore has grown substantially over the last year but hasn't lost its family feel. ”



Tom Green - Head of Paving Contractors



# Well-Known Schemes

See more online at: [www.tobermore.co.uk/projects](http://www.tobermore.co.uk/projects)



**British Airways i360**, Brighton



**Sir Chris Hoy Velodrome**, Glasgow



**Olympic Way**, Wembley Arena, London



**Bet365 HQ**, Stoke-on-Trent, Staffordshire



**Heathrow Terminal 2**, London



**University of Hertfordshire**, Hertfordshire

# The Team





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