

# Lead Generator

## PWS Distributors

### Overview:

PWS Distributors is part of the Danesmoor Group, the market leader KBB conglomerate specialising in the design, manufacture and distribution of KBB products to a wide and varied customer base. PWS Distributors specialises in the distribution of design led, commercially relevant kitchen components for B2B trade partners sold through multiple sale channels, brands and opportunities. Product development, innovation and exceptional customer service, continue to be the driving force behind the business.

PWS are looking for an experienced and dynamic sales professional, who can deliver measurable success. Our ideal candidate will be highly motivated, an excellent communicator, can work well within a cooperative and friendly team as well as being able to work on their own initiative. The primary focus of the role is to work with the sales team to develop and deliver a healthy lead generation programme, driving qualified leads into the sales pipeline.

### Responsibilities:

The post holder will take ownership of generating new leads for the business and aim to maximise the potential from each call with an excellent telephone manner and upbeat outlook.

When requested, the post holder is expected to assist in the department during the course of the day in a general service and administrative role that will enable the department to work effectively and efficiently. It is the potholder's responsibility to be aware of and contribute to departmental KPIs.

### Essential Skills and Experience:

- Pro-Actively generate leads through various data sources
- Cold calling to identify business opportunity and create pipeline
- Identify potential customers and decision makers within the organisation
- Research and build relationships with new and existing customers
- Revisit and nurture trade accounts
- Selling skills
- Working in a team environment and independently
- Qualify sales opportunity
- Work towards KPIs
- Able to organise data and maintain database records
- Market research, able to feedback data based on new product innovation
- Assist sales team
- Maintain and grow the current data base
- Energetic, self-motivated, resilient, team player, organised, adaptable, keen to learn

- Effective team player
- Excellent communication skills
- Familiar with Microsoft Office
- Demonstrates a positive 'can do' attitude
- Excellent time and project management skills
- Keen attention to detail and adherence to deadlines

**Desired Skills and Experience:**

- 1-2 years' proven experience in prospecting and lead generation and experience in sales management.
- Experience of B-to-B sales and has the ability to develop a good understanding of customer and market dynamics and requirements.
- Experience of working collaboratively in a combined sales team.
- Can evidence a track record of increasing sales revenue by hitting or exceeding personal targets.
- Conscientious, hard-working and driven to improve sales and activity performance beyond targets.

**Job Type:** Full time, permanent