

Hire Desk & Business Development

We are a dynamic and exciting organisation – what you will love most is the welcome you get from colleagues. In return for your commitment to us we can offer development opportunities into any area of the organisation. If you are someone who has experience in the AV world with great technical knowledge, and loves to build client relationships, then this role will be perfect for you!

Our values are important to us and “Excellence in Production” drives our culture and all the aspects of our work. We are keen to continually improve our offer to our team members, our culture and make SFL a great place to work.

You will find some great benefits working here including 28 days holiday, a generous non-contributory pension scheme, fully subsidised social events that are open to the whole family, regular team based social activities, and a focus on rewarding individual and team engagement above and beyond the core of a person’s role.

Our team members are talented, motivated and ambitious and so they expect, and deserve, a lot from their colleagues. You must be totally client focused and always looking for ways to improve and achieve excellence. The demands and pace can be high, so you will need a positive, solution focused approach to your work.

We offer a great package, fantastic colleagues, a fun and vibrant environment and the opportunity to work in an organisation whose incredible members deliver services that consistently exceed expectations.

If you think we’d be a good fit for each other, make sure you take a look at the role below and send us your CV. We would love to see the focus of your covering letter outline the suitability not only for the role but why you would be a great member of the SFL family too, your CV can tell your employment story!

Hire Desk & Business Development

Reports to: BD Manager

Based: Reading Branch

About the role

You will be a key member of the growing Hire and Business Development team, responding to client requests to support their events by supplying equipment.

You will grow the client base and maintain excellent relationships with existing clients. As a hard-working, dynamic, committed and self-motivated individual with industry experience you will be fulfilling a sales role with customer service and client interaction at its core, ensuring that best service is offered to our clients of all sizes.

Key responsibilities and accountabilities:

- To increase dry hire sales, with new targets set each year.
- Ensure that each contact knows what SFL Group can offer
- To provide quotes in a timely manner
- Follow up on leads
- Achieve and exceed the targets set each year – e.g. new clients, repeat business.
- Be one of the main point of contact for dry hire
- Delegate when a client wants a larger solution, that will need more than just a dry hire
- Manage key SFL Group accounts, and seek opportunities for new business and clients wherever possible.

- Client retention – follow up all clients that have not had contact in 6 months
- Seek feedback from clients after a hire – what can we do better, what went well
- Seek new business areas and expand the client base where possible
- Attend networking events to push SFL Group & strengthen relationships, see the emerging kit coming to the market
- Grow the online section of the business – keep web stories current, targeted social media, hire rate card website up to date
- To sell all the services of SFL Group including: Hire, Sales, Installation, maintenance and servicing opportunities. To capitalise on or pass to others any other selling opportunities.
- To build and develop a client list of customers for sales, installation and hire. Follow up sales
- Follow leads from manufacturers and report back on the findings to appropriate sales manager.
- To introduce SFL Group to consultants as a potential installer with the suitable pedigree to quote and deliver projects. Develop these relationships to the point SFL Group is regularly asked to tender.
- Working within the framework of existing suppliers, refine and contribute to this pre-defined strategy of suppliers for the benefit and profitability of the wider company.
- To be a point of contact, alongside the buying team, for our suppliers. Receive updates and training on new products, evaluate products and where appropriate share the information with the wider company.
- An ability to source quotations from external suppliers as and when necessary

Person Specification:

Essential:

- Focus on excellent customer service
- Technical knowledge of Sound, Lighting and Visual systems and their applications
- Excellent communication skills both written and oral
- A team player
- Ability to problem solve, work under pressure and to tight deadlines
- Highly self-motivated with a flexible "can-do" attitude and able to work on own initiative
- Punctual, trustworthy and honest
- Adaptability and able to transfer knowledge
- Ability to understand and comply with the companies Health and Safety policy

Desirable:

- Knowledge of HireHop

Hours: 40 hours per week, 9-5.30 Monday to Friday.

Holiday: 28 days (including Bank Holidays)

Location: SFL Group, Unit 5, Headley Park 10, Woodley, RG5 4SW.

Salary range: dependent on skills and experience (salary available on request), plus 9% non contributory pension, profitability bonus.

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