

Part A - Role Specification

Role Title:	Retail Sales Consultant	Date last reviewed:	14/04/2022
Business Unit:	Travel & Distribution	Department:	Retail Sales
Classification:	General Retail Industry Award	Level of Work:	Mid Quality (I)
Role Reports to (role title):	Sales Team Manager		
Direct Reports (role titles):	Nil		

Unique Value Add (<i>Succinct statement of why the role exists; the purpose</i>)
<ul style="list-style-type: none"> To provide immediate solutions for our customer’s enquiries with a focus on sales outcomes and customer satisfaction.

Work Health and Safety Accountabilities
<ul style="list-style-type: none"> Takes personal responsibility for their own safety & that of others and ensure their work environment and practices are safe. Perform their duties in accordance with the RAA Work Health & Safety and Injury Management Roles and Responsibilities Procedure specific to the defined level of work.

Key Result Areas (<i>Outcomes of the role and the desired behaviours to be exhibited in the role</i>)	
KRA	Accountabilities (3 -5 key accountabilities per KRA)
1. Sales	<ul style="list-style-type: none"> To identify and resolve sales enquiries utilising GREAT principles through all relevant communication channels including inbound, outbound & digital communication. To cross / switch and up-sell to additional products and services; Aid retention of business by providing effective complaint resolution; Ensure achievement of allocated sales targets; Ensure achievement of lead generation targets.
2. Customer Service	<ul style="list-style-type: none"> Be prepared and focused on every customer interaction; Deliver exceptional and professional personalised service with empathy to each customer utilising written and verbal communications skills; Take ownership of issues or concerns until fully resolved, delivering a first call resolution; Proactive and prompt resolution and follow up to customer enquiries; Provide feedback/intelligence to internal partners to assist in developing/enhancing customer experience and product gaps; Achieve allocated customer satisfaction targets.

3. Quality / Compliance	<ul style="list-style-type: none"> • Compliance with relevant government legislation; • Adhere to Call Process to provide a consistent quality experience to all customers; • Determine risk and underwrite business in accordance with guidelines; • Ensure accuracy of data entry; • Use correct spelling and punctuation with positive words and phrases when communicating in writing; • Consistently achieve at least the minimum benchmark / target for all performance measures (i.e. Sales, Quality, Call Measures and Compliance).
4. Time Management	<ul style="list-style-type: none"> • Undertake all administrative and housekeeping tasks in an accurate and timely manner; • Adherence to roster to minimise negative impact on customer service and colleagues; • Ensure effective use of telephone system codes.
5. Team Work	<ul style="list-style-type: none"> • Proactively foster effective interaction and positive working relationship with others; • Demonstrate flexibility to assist colleagues / meet customer demand; • Actively participate in briefings, coaching and training or workshop activity.

Key Authorities *(A summary of delegated authorities needed to effectively fulfil the role accountabilities)*

People <i>(Authorities to manage people relationships)</i>	
Authority for Direct Reports <ul style="list-style-type: none"> • Nil 	Authority for Cross Functional Relationships <ul style="list-style-type: none"> • Nil

Financial <i>(Authorities to spend money)</i>
<ul style="list-style-type: none"> • Nil

Technology/System/Process <i>(Authorities to access and use IT systems, undertake certain processes)</i>
<ul style="list-style-type: none"> • Routinely apply standard operating procedure in respect of telephony/Kronos requirements (login/logout, correct codes) • Authorised to accurately input data and payments into core product / cashiering database applications. • Authorised to make decisions in line with product and customer policies & procedures

Part B - Person Specification

Qualifications *(Indicate whether mandatory or desired)*

Skills and Abilities *(Individuals capabilities, include level of proficiency)*

- Friedman (or similar) Sales training (desirable)
- Hold personalised conversations with the right amount of empathy.
- High level of PC skills is required, including keyboarding at min. of 30WPM with 90% accuracy
- Exceptional ability to close sales and cross sell to other products
- Strong ability to multi task through phone or webchat platforms
- Outstanding interpersonal, written & verbal communication skills
- Strong ability to influence positive sales and customer service outcomes
- Ability and desire to willingly solve problems
- Ability to identify opportunities for improvement to self, functions and processes
- Manage time to ensure all follow up activities are resolved

Knowledge *(Factual or procedural information needed to perform in the role)*

- Working knowledge of call centres / retail is desirable
- Good understanding of South Australian geography
- History of delivering on Sales KPI's
- Some understanding of vehicle makes & models
- Exceptional understanding of RAA products and services

Experience *(The minimum amount of experience required to perform in the role)*

- Minimum of 12 months in a customer service sales role, preferably in a multi-channel contact centre environment

Additional Requirements

- Willingness to participate in 'out of hours' product educations opportunities and familiarisations
- Police Clearance and Medical Clearance is a pre-employment requirement
- Successfully complete assessments and achieve competency recognitions for all training skills evaluations
- Maintain RAAI/RACF Authorised Representative status and fulfil Authorised representative obligations as per Letter of Authorisation

Reviewed by:

Name: Georgia Young

Role Title: HR Business Partner

Date: December 2021

Approved by:

Name: Jared Curtis

Role Title: Manager, Retail Contact Centre

Date: December 2021

