



## **Position Information**

<b>Job Title:</b>	National Account Specialist
<b>Reports to:</b>	Sales Office Manager
<b>Reporting to Job Holder:</b>	N/A
<b>Location:</b>	London
<b>Contract Type:</b>	Permanent / Full time
<b>Division/Department:</b>	Sales
<b>Date Created/Updated:</b>	July 2022

## **About Lapp UK:**

Our brand stands for quality, customer service and a deep understanding of the industries and applications in which our products are used. We are the world market leader, supplying everything from cable, connectors and accessories to fully integrated connection solutions. **LAPP** products are used in production machinery, industrial robots, public transport, food processing, alternative energy, charging systems for electric vehicles, oil drilling platforms and much more. They are the product of choice for mountain climbers and polar explorers. With a global workforce of 4,650 people, we generated over a billion euros of turnover in the past year.

Our customers appreciate our expertise and service. The 40,000 products in our catalogue reflect our manufacturing prowess. We always want to offer the best solution. If the customer cannot find what they are looking for in our catalogue, our experts are on hand to develop a solution together.

**LAPP** delivers to every corner of the world, with most products ready to be delivered quickly off the shelf. To guarantee this, we have development centres, production facilities and warehouses all over the globe. With 44 sales companies and around 100 national partners, our customers always have someone to talk to.

**LAPP** is well positioned for the future, just like Oskar and Ursula Ida Lapp were when they founded the company in 1959. In 1957, Oskar Lapp created the **ÖLFLEX®** control cable, the first protected trademark in the industry. More quickly followed. Throughout its history, the business has always been in family ownership. In Matthias Lapp, the third generation of the family has now begun to assume responsibility for the Company.

## **Job Purpose**

To undertake sales activities, maintain, develop and grow sales of Lapp Group's product range to existing and potential customers, in accordance with Lapp Company goals. Ensuring customers' needs and requests are met, respond to their queries in a timely manner and aspire to deliver a positive customer experience. You should have excellent communication and negotiation skills and be customer service oriented. Ultimately, you should be able to grow our business by building successful, long-term client relationships.

## **Primary Job Responsibilities and Measurement**

- Managing existing customer accounts
- Identifying new customers for Lapp products and services as well as providing the necessary technical and pricing information to gain business – support & training provided
- Self-generation of sales leads

NOTE: Every effort has been made to ensure that this job description is as complete as possible. However, it in no way states or implies that these are the only duties that you will perform. The omission of specific statements does not exclude them from the position and you may be required, as directed by the business, to undertake other duties within Lapp UK.

- Conduct online customer meetings
- Execute strategic plans for outbound call campaigns
- Following up on sales leads provided by the Marketing Department and Sales team;
- Identifying new areas of growth within the marketplace, product mix and new markets
- Participation in monthly Sales Meetings
- Experienced in the use of CRM including Activity Planning & the management of Pipeline Opportunities
- Provide a timely response and effective follow up to all sales enquiries using appropriate methods
- Effectively plan and prioritise time to call existing and potential customers within set time frames. Including lapsed customers and new business
- Work within a team to drive portfolio/territory/business to achieve set goals within a set time frame
- Develop existing accounts and relationships through effective planning and use of historical data
- Obtaining regular feedback on previous experience with Lapp to ensure customer expectations are always met
- Manage, organise, and update company/customer data on an on-going basis
- Manage product/service mix, pricing and margins according to company targets
- Attend company provided training to develop relevant product knowledge, techniques and skills
- Promote E shop to customers
- Proficient in the use of social media for direct customer communications & lead generation

### **Scope of Role**

- Conduct outbound call campaigns
- Meet & exceed KPI objectives in opportunity pipeline & number of customer Interactions
- Increasing business levels and achieving the maximum GPM for all Lapp products
- Maintaining good customer relations with clients
- Developing Lapp products presence in the marketplace
- Keeping up-to-date with technical developments and information on Group products
- Providing feed-back on competitor products and activity.

### **Person Specification**

Lapp UK recognises the positive value of diversity and is committed to creating a diverse and inclusive workforce. We encourage applications from all suitably qualified or experienced individuals, regardless of their race, gender, biological sex, disability, religion/belief, sexual orientation or age.

You will be a knowledgeable National Account Specialist with demonstrable hands-on experience of the above responsibilities. You will share our passion for the company values which are: **customer-oriented, success-oriented, family-oriented and Innovative**. You will thrive in a busy environment.

### **Skills, Qualifications & Expertise**

- Highly motivated & ambitious individual with a desire to achieve targets
- Self-motivated with an industrious work ethic

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- High degree of professional & commercial ability
- Trustworthy and honest
- Appropriate technical aptitude and/or qualifications
- Proven ability to manage own work and visit programme
- Ability to establish good working relationships and good negotiation skills
- Strong IT skills in Excel and Word and E-mail
- Knowledge of SAP an advantage
- Experienced in CRM & social media (e.g. LinkedIn)
- Loyal and company-focused

**Application Procedure**

Please send us your CV and a Covering letter outlining your suitability for the role to [hr.uk.luk@lapp.com](mailto:hr.uk.luk@lapp.com).

**Recruitment Timeline:**

We will be assessing candidates and arranging interviews as applications come in so please apply as soon as possible. Closing date is 19<sup>th</sup> August 2022.