

PERSON SPECIFICATION

JOB TITLE: Assistant Manager, Direct Sales Team

Competency	E/D*	Criteria	Method of Assessment **
Experience	E	Significant demonstrable experience in: Managing, developing and leading a team of Business to Consumer sales agents to achieve multiple KPIs and sales targets	1/4
	E	Cold calling and cross/upselling	1/4
	E	Creating, planning and delivering successful outbound telephone campaigns	1/4
	E	Managing multiple projects in order to achieve sales performance	1/4
	E	Driving performance through quality monitoring, training and continuous coaching	1/4
Qualifications/ attainment	E	Minimum of 5 GCSE's grade A – C including English and Maths	1/4/5
	E	Successful completion of standard Maths and English tests	3
Knowledge, skills and abilities	E	Polite and professional telephone manner	1/4
	E	Ability to organise, prioritise and plan work for team	1/4
	E	Ability to motivate and drive positive changes	1/4
	E	Ability to maintain a positive attitude and motivate self and team	4
	E	Ability to respond to customer needs by appropriately solving queries	1/4
	E	Competent in Microsoft Word, Excel and Outlook	1/4
	E	Ability to work well under pressure	4
	E	Proactive in problem solving and ability to use own initiative to complete tasks	4
	E	Ability to provide coaching, training and provide constructive feedback.	4
Personal qualities	E	Communicates clearly with consideration for others	4
	E	Approachable, reliable, punctual and organised	1/4
	E	Flexible attitude towards work, willing to learn and take on more responsibility	4
	E	Strong sense of team; good interpersonal skills, supports Head of Commercial Development	4
	E	Effective listener	4
Other factors	E	Ability to liaise confidently with all members of team and management	4

Key

*ED = Essential and desirable criteria (see guidance notes)

**1 = prior to short-listing, CV

**2 = application form

**3 = test after shortlisting

**4 = interview

**5 = documentary evidence (e.g. certificate, reference)

**6 = probationary period