



## Position Description

### Position Summary

<b>Position Title:</b>	Residential Sales Officer
<b>Business Unit:</b>	Residential Sales
<b>Reports To:</b>	Senior Residential Sales Officer
<b>Date Created:</b>	22nd October 2007
<b>Review Date:</b>	May 2010

**Organisational Overview:**

Adam Internet delivers premier Internet services. Privately owned and locally operated, we have kept South Australians at the forefront of Internet connectivity for nearly 20 years. Adam Internet has achieved year on year growth by providing the best solutions at the best price for our residential, government and business customers.

At Adam Internet we believe the benefits of the Internet should be available to all South Australians, enhancing opportunities for entertainment, education, employment and business success.

Our vision is:

To be recognised as the leading Internet Service Provider of choice in South Australia - supplying the fastest, most dependable range of Internet, Voice and Video services at the best possible price".

Our goal is to provide services to our customers built on:

- Speed
- Reliability and
- Value for Money

Adam Internet has adopted the following values that drive our behaviour as an organisation:

- Customer Service focus
- Innovative, determined approach to problem solving
- Willingness to take responsibility for own actions
- Commercial in thinking
- Team player at heart

**Adam Internet Employment Contract**

The terms and conditions governing an employee's entitlement are those prescribed by the Fair Work Act 2009 as amended. Your employment contract will document terms and conditions that are specific to your Job Role. The Adam Internet Policies and Guidelines provide additional information and guidance regarding your employment conditions at Adam Internet

**Position Purpose:**

The position exists to develop residential sales opportunities within the broadband market. The position is required to develop new business, undertake outbound calls and maintain relationships with existing residential customers. The position will market and sell the whole range of Adam Internet Residential products and services to existing and potential customers.

## Primary Outcomes and Accountabilities

Key Result Areas	Critical Tasks /Performance Measures
ADSL and Adam Direct Sales	<ul style="list-style-type: none"> <li>• Establish what products a customer can and cannot get based on service qualification results from a Telephone number.</li> <li>• Establish what solutions are available to customer that cannot get an ADSL product of a certain type and to provide the best solution for the customer</li> </ul>
Enhancement of customers first experience with Adam Internet	<ul style="list-style-type: none"> <li>• Correct identification of customer needs and product requirements</li> <li>• Ability to match customer needs to product range</li> <li>• Customers' initial experience with Adam Internet is positive</li> </ul>
Sales Focus	<ul style="list-style-type: none"> <li>• To remain focussed on signing up customers.</li> <li>• The ability to 'ask' for a sale during the course of conversation.</li> <li>• The ability to seek opportunities to add value to the core sale</li> <li>• The willingness to develop a good sales process cycle to signup the majority of customers you speak to.</li> <li>• The ability to overcome objections</li> <li>• The ability to 'close the sale'</li> <li>• Sales targets are monitored and achieved</li> </ul>
Dynamic Learning	<ul style="list-style-type: none"> <li>• Adapt to changes in product range and pricing as decided by management and as technology changes.</li> <li>• Develop a keen understanding of new products that Adam Internet release.</li> </ul>
Competitor Knowledge	<ul style="list-style-type: none"> <li>• Knowledge of the direct and indirect competitors for Adam Internet.</li> <li>• Remain up to date with new products that are released by competition.</li> <li>• Compare and use the advantages of Adam Internet's product range to convince the customer to join our service over competitors.</li> </ul>
Reporting and Tracking	<ul style="list-style-type: none"> <li>• Effectively track the customers that you signup to ensure their orders are completed.</li> <li>• Keep up to date on customer accounts.</li> <li>• Ensure that all new customer accounts receive the correct correspondence and 30 day follow up</li> </ul>

## Individual Competency Profile

### Knowledge, Skills and Experience and Qualifications

Essential:	Desirable:
<ul style="list-style-type: none"> <li>ADSL filtering and central splitter knowledge</li> <li>Technical specifications on the product hardware range that we sell</li> <li>Knowledge of the sale process</li> <li>Minimum of 12 months experience in the Adam Internet customer service environment or equivalent</li> </ul>	

### Required Behaviours

Adam Internet's Core Values	Key Behaviours
Customer Service focus	<ul style="list-style-type: none"> <li>Quickly establishes customers' needs</li> <li>Provides workable solutions</li> <li>Speaks with customers at their level of understanding</li> <li>Treats all customers respectfully</li> <li>Remains composed in difficult situations</li> <li>Keeps commitments with customers</li> </ul>
Innovative, determined approach to problem solving	<ul style="list-style-type: none"> <li>Gathers relevant information.</li> <li>Analyses information necessary to resolve problem</li> <li>Shows commitment to solving the problem</li> <li>Looks beyond the obvious and doesn't stop at the first potential solution</li> <li>Establishes requirements for follow-up actions &amp; sets time frames.</li> <li>Maintains communication with customers.</li> <li>Escalates problems to the appropriate resolution team if required</li> </ul>
Willingness to take responsibility for own actions	<ul style="list-style-type: none"> <li>Accepts responsibility for his/her own work.</li> <li>Accepts responsibility for work of his/her subordinates (if in a leadership role)</li> <li>Doesn't blame others when things go wrong.</li> <li>Approaches tasks with energy and drive, and a desire to finish.</li> </ul>

Commercial in thinking	<ul style="list-style-type: none"> <li>• Knows how business works.</li> <li>• Knows the competition.</li> <li>• Shows financial awareness.</li> <li>• Has an understanding of the industry in which we operate.</li> <li>• Has an understanding of the company's business.</li> </ul>
Team player at heart	<ul style="list-style-type: none"> <li>• Builds proactive and collaborative working relationships with all staff</li> <li>• Encourages other staff to participate and share their knowledge and expertise</li> <li>• Effectively utilises other staff's skills and knowledge, and proactively offers own expertise to staff</li> <li>• Sees the organisation's goals as important</li> <li>• Supports other team members in their work – helps share the load</li> <li>• Shows respect for all staff, their individual circumstances and personal values</li> </ul>

<b>Specific Job Competencies</b> <i>In addition to Adam Internet Core Values</i>	<b>Key Behaviours</b>
Sales Initiative	<ul style="list-style-type: none"> <li>• A desire to drive sales from start to finish</li> <li>• Not afraid to make outbound calls</li> <li>• Acts proactively to build Adam Internet's share of the residential ISP market</li> <li>• Demonstrates an awareness of and a commitment to Adam Internet sales objectives</li> </ul>
Self Management	<ul style="list-style-type: none"> <li>• Has a clear perspective on current priorities</li> <li>• Manages time effectively to meet deadlines</li> <li>• Maintains work life balance at practical levels</li> <li>• Manages own stress levels in an appropriate manner</li> </ul>
Communication Skills	<ul style="list-style-type: none"> <li>• Effective written and verbal communication skills</li> <li>• Ability to communicate effectively with people at all levels</li> <li>• Ability to effectively communicate with customers, corporates and internally</li> </ul>

## Special Conditions

- Flexible approach to work
- Flexible working hours – dependent on business needs

## Acknowledgements

<b>Name of Line Manager</b>		<b>Signature</b>	<b>Date</b>
<b>Employee Name</b>		<b>Signature</b>	<b>Date</b>