

Job title:	Transformation Lead – Sales Focus
Salary:	£30,612 - £46,854 (Dependent on experience, please see below)
Accountable to:	Peers and Managing Director, Practice Unbound
Location:	Brighton or combination of home working and Brighton (travel is expected across the UK)

About Practice Unbound

Practice Unbound is a business unit within Here, a not for profit social enterprise, which seeks to offer learning and business solutions to primary care across the UK. Our purpose is to create distinct and vital shifts in Primary Care, bringing people altogether, unlocking possibility and creating space for change.

The role

You will be a results and values driven sales representative whose contribution to the team will be to actively seek out and engage customer prospects. You will understand the customer needs and wants and provide complete and appropriate solutions for every customer in order to ensure our revenue growth, customer acquisition levels and success of the overall business.

You will hold a range of existing clients and seek out new ones, and will be the ‘key’ person for the client, developing and maintaining meaningful working relationships with them and supporting them to transform primary care services. You will use this relationship to leverage opportunities for other areas of transformation.

Your challenge, you will

- Present, promote and sell products/services using solid arguments to existing and prospective customers
- Perform needs analysis of existing/potential customers to meet their needs
- Establish, develop and maintain positive business and customer relationships
- Reach out to customer leads through cold calling and other means
- Expedite the resolution of customer problems and complaints to maximise satisfaction
- Support the early stages of client implementation and be able to keep abreast of how clients are implementing our products to maximise impact and enhance reputation
- Achieve agreed upon sales targets and outcomes within agreed timescales
- Work as team to coordinate sales effort with team members and lead on development of specific sales strategies

- Use information in our Customer Relationship Management database (CRM) and Learning and Quality Framework to analyse the territory/market's potential, track sales and status reports and devise new strategies to take our products to new markets and new relationships
- Supply the team with the data, knowledge and information on customer needs, impact of our products, problems, interests, competitive activities, and potential for new products and services
- Understand who our competitors are, their strategies, and how we can differentiate
- Be able to spot any potential opportunities by identifying prospects within current or potential customer base
- Identify product improvements or new products by remaining current on industry trends, market activities, and competitors
- Keep abreast of best practices and promotional trends
- Continuously improve through feedback

Your skills, knowledge, experience and outlook - (Candidates who fulfil this person specification will be offered the salary range starting at £30,612)

- You will have experience of selling a range of products or services in a business to business environment, preferably health and care services but not essential
- You will be experienced in working on sales strategies and have a proven track record in mentoring and coaching others in sales strategy development and implementation
- You will be educated to Master's degree level **or** have acquired the equivalent through experience acquired in a sales and commercial environment
- You will have experience of presenting complex information to large groups
- You will be able to form strong and effective working relationships where you can motivate clients to work collaboratively both within their own networks and across our client base, creating new connections
- You will have experience of customer relationship management practices along with the experience to manage a complex number of clients, both in a sales process and in implementation of a product phase
- You will have experience of developing pricing strategies for products and specific markets, and working with clients to develop pricing that works for them and the business, you will have had experience of coaching and developing others in the development of these strategies
- You will have experience of setting, managing and monitoring targets and have significant experience of developing and/or managing contracts, invoicing clients, tracking payment and unlocking problems with clients and customers
- You will have worked in a role where you analysed complex data and information and formed plans to address any changes to agreed implementation plans

- You will have a proven track record of presenting and communicating complex information simply that meets client's needs
- You will have the ability to prioritise, possessing excellent time management and organisational skills that enable you to manage many clients and their implementation programmes at the same time
- You will be able to travel across the UK as required via public transport or by car

Your skills, knowledge, experience and outlook – (Candidates who also fulfil this person specification will achieve the higher end of the salary bracket £39k +)

- You will be educated to Master's degree level **or** have acquired the equivalent through experience, preferably acquired in the health and social care sector
- You will have experience of presenting complex information to large groups
- You will be able to form strong and effective working relationships where you can motivate clients to work collaboratively within and across General Practice
- You will have experience of managing a service budget that included experience of developing and /or managing contracts and invoicing clients
- You will have worked in a role where you analysed complex data and information and formed plans to address any changes to agreed implementation plans
- You will have experience of planning and organising projects or programmes of work that require you to monitor organise your and others work to respond to issues and achieve the project's aims
- You will have the ability to identify quality and develop partnerships
- You will have the ability to become a specialist on practice unbound products and advise how they can be implemented in a GP practice and across the wider GP community or area developing knowledge and relationships within those areas
- You will have the ability to support the design of the future commercial strategy, proactively anticipating commercial risks and offering ideas for mitigation
- You will have experience of managing, developing and supporting a team of people, mentoring colleagues in the areas of bid design and submission, solution selling and key account management
- You will be able to travel across the UK as required via public transport or by car

ABOUT HERE AND OUR CULTURE

We are a not-for profit, social enterprise, membership organisation delivering a wide range of NHS services and other products to the NHS. Our members are local GPs, practice managers, practice nurses and our own staff.

We believe these things to be true

- Care is something we can choose to show for ourselves and each other at any time. Care is not exclusive to an appointment or a medical intervention
- We have a right to take control of our lives
- It takes courage to step forward and effect change. The capacity to lead is within us all
- Every interaction can be powerful if we choose to engage consciously. We know the ripples from these movements can go on to create profoundly positive change
- True care is a way of living that creates meaning between us all

Our Purpose in the World

Care Unbound. To create more possibilities for care in every moment.

How we work in service of our purpose

- We strengthen our capacity to care for ourselves and each other
- We recognise each opportunity to help people make meaningful choices
- We encourage ourselves to be guided by our values in the work we do every day
- We develop the capacity for leadership in ourselves and with all those we engage with
- We make improvements quickly where we recognise the opportunity, rather than waiting for perfect solutions
- We bring together the right people organisations and ways of working to create true partnerships

We believe in enabling people to take control of their health care journeys – we help to change the way health and wellbeing services work so care can focus on what matters to individuals.

We work to ensure that our culture is one that allows everyone to come to work as their 'whole' selves. For most of us, work takes up a big part of our day. We want to ensure that it's enjoyable and speaks to us on a level deeper than 'just getting the job done'.

Because of this:

- We run a coaching programme which enables everyone to learn how to become a coach and have access to coaching when needed
- We have a process called 'Pirate Dave' which allows peer-to-peer conversations about development

- We have a staff-run 'Wellness Group' that enable staff to set up initiatives that link to wellness/wholeness. This has included running yoga, installing a ping pong table in the rec room and buying free fruit for staff
- We have a staff-run 'Time & Spaces Group' who run organisational wide projects to ensure that every voice from the organisation is heard. They have been a big part of our recent office refurbishment which included installing a quiet room covered in grass for when we need to take a break and running an artwork competition so we can cover our walls with art created by our staff.
- We host mindfulness sessions twice per day

USE OF NEW TECHNOLOGY

We will make use of computer technology. Staff should expect to use automated information systems in their work in order to improve quality and co-ordination of services, and to enable faster and more accurate communication within and outside of the organisation.

CONFIDENTIALITY

As an employee of 'Here' you may gain knowledge of a highly confidential nature relating to the private affairs, diagnosis and treatment of patients, information affecting members of the public, matters concerning staff and details of items under consideration by 'Here'. Under no circumstances should such information be divulged or passed to any unauthorized person. This includes holding conversations with colleagues concerning patients or staff in situations where the conversation may be overheard. Breaches of confidence will result in disciplinary action which may involve dismissal.

EQUAL OPPORTUNITIES

Our policies and practices are designed to ensure equality of opportunity in employment and service delivery. All staff are expected to comply with these policies and practices.

HEALTH AND SAFETY

All staff have a responsibility to perform their duties in such a way that accidents to themselves and to others are avoided, and to cooperate in maintaining their place of work in a tidy and safe condition, thereby minimising risk. Employees will, therefore, refer any matters of concern through their respective line managers. Similarly, it is each person's responsibility to ensure a secure environment and bring any breaches of security to the attention of their managers.

NO SMOKING POLICY

We operate a no-smoking policy. This applies to all staff and visitors. This policy also includes travelling in 'Here' owned or leased vehicles during work time and whilst travelling in their own vehicles whilst on duty, in work time or whilst on 'Here' premises. It is a condition of employment for staff that they do not smoke whilst on duty or anywhere on the premises including the car park.

TRAINING AND DEVELOPMENT

All employees have a responsibility to undertake statutory and mandatory training that is required by 'Here'. In accordance with the Training and Development Policy staff are expected to actively participate in the appraisal system and using this process to develop a Personal Development Plan (PDP).

AGREEMENT

This job description will be reviewed as necessary and may be amended to meet the changing needs of 'Here'. It will also be used as the basis to set performance standards and/or objectives and the contents will be used as part of annual appraisals. This job description has been agreed between the post holder and 'Here'.

Employees

Signature:

Print Name

Date:

Manager Signature:

Print Name:

Date:

JD author (name and job title):	Zoe Nicholson
Date JD agreed:	10/10/2018
Brief description of reason for review (if applicable)	New sales focused JD for the emerging needs of Practice Unbound
Version number	V7