



## PERSON SPECIFICATION

**Job title:** Telephone Sales Executive Retail

**Location:** Prospect House, Norwich

**Job ref no:**

	ESSENTIAL CRITERIA	METHOD OF ASSESSMENT
<b>Qualifications and/or education level attained</b>	Able to demonstrate competence in written English, English spelling, presentation of written work, maths and has good keyboard skills.	<b>CV / Application Form / Interview</b>
<b>Experience</b>	Experience of selling advertising solutions to commercial customers over the telephone – both digital and print  Experience of cold calling to generate new business	<b>Interview</b>
<b>Knowledge</b>	Have a high level of accuracy and customer care Must demonstrate an understanding of the importance of internal and external customer care  Must demonstrate an understanding of the importance of classified advertising to a business  Must be able to demonstrate an understanding of how creative ad content and frequency work hand in hand to generate a response  Must demonstrate telephone communication skills  Must demonstrate an understanding of the importance of team working	<b>Interview</b>
<b>Work related attributes and competencies</b>	Must demonstrate an understanding of the importance of self-motivation The main competencies required are: <ul style="list-style-type: none"> <li>• Communication and negotiating/influencing</li> <li>• Drive and energy</li> <li>• Planning &amp; organising</li> <li>• Team working</li> <li>• Customer focussed thinking</li> <li>• Being entrepreneurial &amp; developing the business</li> <li>• Solving problems and judgement</li> <li>• Decisiveness</li> <li>• Approach to change</li> </ul>	<b>Interview</b>