

# S a l a c i a

OF GREAT BRITAIN

## *Trade Counter Sales*

Location: Wilsley Park Farm, Goudhurst Road, Cranbrook, TN17 2LJ

Hours: Monday – Friday, 07.30–17.00

Reports to: Trade Counter Manager

### *The Role*

This role is responsible for delivering fast, accurate and professional service to trade customers while supporting day-to-day counter sales and operations.

The Trade Counter Sales role is responsible for serving customers efficiently, processing orders accurately and helping maintain a well-run, well-presented trade counter operation. This is a front-line commercial role – not just a serving role.

This role requires pace, product awareness, good customer handling and consistent attention to detail. Errors at the counter create avoidable problems quickly – accuracy matters.

### *Core Responsibilities*

#### Customer Service & Counter Sales

- Provide a professional, knowledgeable and efficient service to all trade customers
- Handle over-the-counter enquiries, quotations and sales transactions accurately
- Build strong working relationships with regular account and cash customers
- Understand customer requirements quickly and respond accurately
- Represent the business in a practical, no-nonsense and professional way

#### Order Processing & Accuracy

- Produce accurate, competitive quotations for trade customers promptly
- Process trade orders correctly and in line with agreed procedures
- Sense-check product codes, quantities, pricing and availability before committing
- Ensure all pricing reflects current trade pricing structures and agreed terms
- Liaise with operations to confirm availability, lead times and delivery requirements

#### Stock, Goods Handling & Counter Operations

- Support stock management activity including goods-in checks and stock counts
- Help prepare goods for collection or delivery
- Ensure the trade counter is always clean, organised and well-presented
- Use quiet time to improve stock, displays, housekeeping and product knowledge

#### Customer Relationships & Business Standards

- Handle customer issues professionally and escalate where needed
- Actively look for new opportunities to grow existing individual account spend
- Protect margin through correct pricing discipline
- Log all enquiries, quotes and orders accurately in CRM

#### General Responsibilities

- Maintain accurate records and follow internal processes
- Comply with all company policies and health and safety requirements
- Represent Salacia professionally at all times
- Respond positively to changing priorities and workload needs
- Undertake additional duties reasonably required to support the role

#### *About You*

- Experience in a trade counter, builders' merchant, plumbing or bathroom trade environment preferred
- Strong product knowledge or a genuine appetite to develop it quickly
- Commercially aware with a focus on delivering value to trade customers
- Confident, approachable and able to manage a busy, varied environment
- Accurate and organised in all administrative and order-processing activity
- Team player with a positive, proactive attitude

#### *Standards of Performance*

- Speed with accuracy – not one at the expense of the other
- Good product awareness and willingness to learn
- Professional, practical customer handling
- Reliable teamwork and good day-to-day discipline
- Ownership of service quality and order accuracy

#### *Key Performance Indicators*

- Counter sales, margin, conversion and AOV performance
- Order accuracy
- Customer service standard
- Stock and goods handling accuracy
- Housekeeping and counter readiness
- Customer retention and repeat trade