



NEW ZEALAND
RED CROSS
RIPEKA WHERO AOTEAROA

POSITION DESCRIPTION

Be part of our mission:

To improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience.

To find out more about our kaupapa, and what we stand for, visit redcross.org.nz

Job Title: Technical Sales Consultant
Group: Engagement and Enterprise
Location: Christchurch
Reports to: National Manager Business Development
Position status: Full-time.
Version date: 05 August 2024

OUR PURPOSE

New Zealand Red Cross (NZRC) has always been about good people doing good things. We're part of the world's largest humanitarian network, helping vulnerable people and those affected by disaster and conflicts. We've been working in New Zealand for more than a century and today you'll find us lending a hand in communities throughout Aotearoa New Zealand – we're here for good.

DIVERSITY AND INCLUSION

We are committed to providing an environment where all people feel welcomed, valued and seen in their identities.

THE TREATY OF WAITANGI

New Zealand Red Cross is working towards understanding our obligations under the Te Tiriti o Waitangi principles. New Zealand Red Cross engagement with Te Tiriti o Waitangi is recognised as ethical best practice in relation to the application of the Red Cross Fundamental Principles and the desire of New Zealand Red Cross people to build meaningful relationships with Māori as tāngata whenua.

WHAT WE STAND FOR

The Red Cross Fundamental Principles guide all we do, whether we're helping people in New Zealand communities or providing urgent relief in an international disaster.

ABOUT THE GROUP

Engagement and Enterprise

The Engagement and Enterprise Group has four core functions. The Communications, Marketing and Engagement directorate supports and enables organisational communications (both internal and external) as well as raising public awareness. The Philanthropy directorate supports and enables organisational fundraising efforts across a portfolio of different fundraising products and activities. The First Aid directorate is responsible for the creation of revenue through the delivery of first aid training and the sale of first aid related products. The Retail directorate is responsible for the creation of revenue through the sale of donated products through about 50 Red Cross shops across the country.

POSITION PURPOSE

Reporting directly to the National Manager Business Development, the Technical Sales Executive is responsible for managing existing customer relationships and generating new business opportunities within their territory. They will effectively collaborate with customers to identify their ongoing requirements and provide solutions based on our First Aid portfolio of training and products, whilst also working collaboratively with all First Aid business units to convert leads and maximise customer retention through the provision of a superior customer experience. They will have the knowledge and ability to explain the technical features and benefits of our medical device products to a non-technical audience, as well as working knowledge of the Health and Safety at Work Act (2015) in relation to evaluating risk and recommending a compliant First Aid solution that meets the customer's unique workplace needs. Additionally, they will effectively collaborate with customers to identify their ongoing requirements and provide solutions based on our First Aid portfolio of training and products, whilst also working collaboratively with all First Aid business units to convert leads and maximise customer retention through the provision of a superior customer experience. Additionally, the Technical Sales Executive will leverage the wider NZ Red Cross Directorates relationships to maximise upselling opportunities to large corporate customers and end consumers.

This position requires excellent strategic sales management skills including territory planning, time management, and negotiation skills to drive revenue growth and market share.

KEY RESPONSIBILITIES

In this role you will:

Sales Management

- Increase sales and market share with existing and new customers through negotiation, customer data analysis and education.
- Develop and maintain strong key customer relationships at all levels in the customer organisations within the assigned territory, in addition to supporting all related national accounts.
- Plan, organise and implement visits on a regular call cycle to existing and potential new customers.

- Prepare and present sales information and effective proposals to both new and renewing customers.
- Present ideas and solutions in a compelling way to engage customers and drive sales outcomes.
- Troubleshoot customer issues and provide solutions in a timely manner.
- Participate and support the preparation and delivery of national tender responses when required.

Technical Product and Regulatory Knowledge

- Use a consultative selling approach to professionally advise clients in the correct use of the products from a practical and health & safety regulatory perspective and guide customers in their decision-making process.
- Utilise technical knowledge to explain the advantages of each AED (Automatic External Defibrillator) in the range and recommend the most appropriate model to the customer.
- Discuss AED outdoor installation requirements where the customer requires an IoT remotely monitored cabinet.
- Effectively communicate the feature benefits of our products and training services and overcome objections or competitor product threats.

Negotiation

- Negotiate terms and conditions on AOG contracts and preferred provider agreements to maximise profitability.

New Zealand Red Cross Network

- Work collaboratively with the First Aid Training, Products and Customer Support teams to ensure a positive and seamless customer experience to maximise customer retention.
- Collaborate with the Products team to maximise the conversion of leads sourced from direct sales and upsell the benefits of the full First Aid portfolio.
- Work collaboratively with other revenue generating New Zealand Red Cross Directorates to maximise upselling opportunities to large corporate customers.

Industry Relationships

- Execute any projects, presentations or agreements with external Industry organisations or strategic alliance partners to optimise B2B account relationships.
- Attend key Industry Events and Tradeshows to build awareness of the NZ Red Cross FA portfolio and network with decision makers from high value market segments.

Data Analysis and Reporting

- Monitor key client sales progression and implement agreed strategies and tactics to develop further opportunities with these accounts.
- Monitor and report on competitor activity and identify additional product opportunities.
- Complete sales and territory reports and maintain accurate records of customer contact within the CRM database.
- Provide information, as requested, to assist the National Manager Business Development with planning, including budgets, sales targets, call cycles etc.

Training

- Deliver customer education and in-servicing as reasonably required by customers.
- Maintain comprehensive knowledge of the full range of New Zealand Red Cross products and services.
- Upskill by attending and participating in sales and product training delivered by New Zealand Red Cross, external vendors, and key product suppliers.

Policies and Procedures

- Comply with New Zealand Red Cross policies and procedures.
- Maintain positive working relationships with all Red Cross stakeholders, clients, and participants.
- Apply and uphold the Fundamental Principles of Red Cross Red Crescent movement and New Zealand Red Cross Code of Conduct.

HEALTH SAFETY AND WELLBEING

- Proactively ensure your actions or omissions do not adversely affect the Health, Safety and Wellbeing (HSW) of yourself or others.
- Participate in HSW induction, training, programmes, and activities.
- Follow all reasonable instructions to comply with HSW legislation and regulations.
- Follow NZRC HSW policies, standards, and procedures.
- Do not undertake any activities for which you are not adequately trained.
- Use designated personal protective equipment (PPE) for specific work activities.
- Report hazards/risks, incidents and near misses as soon as possible after the event.

RELATIONSHIPS

Internal

First Aid Training team
First Aid Products team
First Aid Customer Support team
Other NZRC Directorates.

External

Customers, existing and potential
Industry groups and associations
Product distributors
Products suppliers

TRAVEL

Ability to travel on a regular basis, including overnight.

DRIVER LICENCE

A current full NZ drivers' licence is required for this role.

DELEGATIONS

Financial: Tier 5

PERSON SPECIFICATION

Qualifications and Experience

- Minimum of 3 years' experience in a face-to-face technical sales role or key account manager role dealing with both products and services.

- A background in healthcare, medical devices or safety equipment is highly advantageous.
- Knowledge of Workplace Health and Safety legislation and regulations.
- Ability to apply a risk-based assessment to a client's place of work and make recommendations to fulfil their First Aid Health and Safety requirements under the law.
- Knowledge of the medical device regulatory environment and the application to automated external defibrillators and other First Aid products as required.

Skills and Attributes

- A proven track record of success in exceeding KPI targets for revenue and market share within the designated territory.
- Excellent communication and relationship-building skills.
- Ability to articulate technical concepts and jargon into clear and accessible language
- Strong business acumen and commercial judgement to align solutions to the customer's business objectives and foster long term relationships.
- Strong written and verbal presentation skills to communicate and present ideas and solutions in a compelling way to the target audience.
- Highly skilled in negotiation and persuasion with the ability to close the deal.
- Strong analytical and problem-solving abilities to identify opportunities and propose effective solutions.
- Skills and experience in development and implementation of call cycles and prospecting.
- Prioritisation and time management skills to promptly respond to customer needs and requests.
- Ability to work independently and proactively with the drive and resilience required to conduct cold calling.
- Strong computing skills: Microsoft Office suite, CRM and Internet, ability to learn to use New Zealand Red Cross applications.

NOTE

This job description is not intended as an exhaustive list of duties and responsibilities. The job is expected to evolve and change, and New Zealand Red Cross may amend this job description after consultation with the job holder.