

**Position Profile – Dental Detailing Executive**

<b>Title</b>	Dental Detailing Executive
<b>Purpose</b>	You will be responsible for detailing designated products from our clients’ portfolio by telephone to specified customers within set periods.
<b>Reports to</b>	Sales Support Manager
<b>Direct Reports</b>	None
<b>Key Areas of Responsibility</b>	<ul style="list-style-type: none"> <li>You will work from a predefined list of dental practices &amp; dental professionals within Salesforce and speak directly with the key influencers (Dentists &amp; Hygienists) by phone in order to achieve and maintain defined average daily call rate.</li> <li>You will question Key Influencers on brush &amp; paste usage, challenging where appropriate, in order to make recommendations and link sell the merits of the brand.</li> <li>You will detail the features and benefits of the products in order to educate Dentists &amp; Hygienist’s.</li> <li>You will be responsible for recording information efficiently and accurately and completing all administration associated with the role on a daily basis.</li> <li>Advise contacts of the service your offer via email</li> <li>You will be responsible for sending out feedback surveys.</li> <li>You will liaise with you distributor on a weekly basis to arrange for appropriate materials to be dispatched.</li> <li>You will monitor your own sales performance to ensure that call rates and standards are met and maintained.</li> <li>Liaise with the Sales Support Manager on a weekly basis to ensure that call rates and standards are met and maintained.</li> <li>You will be required to carry out any other reasonable task in relation to the overall job, as required.</li> <li>You will develop and maintain a current knowledge of the industry.</li> </ul>
<b>Professional Competencies</b>	<p><b>Career Experience</b></p> <ul style="list-style-type: none"> <li>Minimum of 1 year’s telephone account management experience, in a similar fast-paced and target driven environment is essential.</li> <li>Previous experience of working in the FMCG industry (health and beauty specifically) is desirable.</li> <li>Previous experience of utilising a CRM system in order to load sales results and run basic reports is preferred.</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>A good standard of general education, including Maths and English.</li> </ul> <p><b>Required Skills</b></p> <ul style="list-style-type: none"> <li>The ability to manage your own territory and customer base in order to plan your calls effectively and achieve designated KPI’s.</li> <li>The ability to communicate confidently with external customers in order to detail the features and benefits of products and to handle objections.</li> <li>The ability to negotiate with receptionists to get an appointment with the patients key influencers</li> <li>The ability to utilise Excel to a basic level in order to maintain and update call spreadsheets</li> <li>The ability to utilise PowerPoint to a basic level in order to maintain training presentations</li> </ul>

<p>Ceuta Group Core 6 Behavioural Competencies</p>	<p><b>Effective Communication – 2</b> Effective at putting across their point, clearly and concisely in an individual or group environment</p> <p>Listens carefully to colleagues and clients, checking interpretation is correct to avoid misunderstandings</p> <p>Delivers concise and accurate communication, both orally and in written form</p> <p>Comprehends written, oral &amp; directional information and takes appropriate action</p> <p>Consistently uses the correct platforms of communication for any situation</p> <p>Can combine and present information from various sources in a concise and consistent manner</p>	<p><b>Client Focussed – 1</b> Asks probing and insightful questions to understand client/ customer needs and expectations</p> <p>Asks questions to understand how his/her role can positively impact the client/customer</p> <p>Delivers on commitments to clients/customers</p> <p>Reacts and responds to clients/customers in a professional and timely manner</p> <p>Works collaboratively with all clients/customers to create win-win relationships</p> <p>Clearly demonstrates that client/customer perspectives are valued</p> <p>Responds quickly and respectfully to Client/customer feedback</p>
	<p><b>People Driven – 2</b> Works to create a culture of openness and trust with colleagues to deliver team goals</p> <p>Strives to consistently support colleagues, over and above own role, to ensure a collaborative and supportive working environment</p> <p>Is willing to learn from mistakes and is able to build on others suggestions avoiding defensive behaviours</p> <p>Establishes good working relationships internally and externally through positive engagement and listening</p> <p>Fosters two-way trust when dealing with contacts to develop and maintain strong relationships</p> <p>Demonstrates initiative in professional self-development outside area of responsibilities</p> <p>Actively seeks feedback from a wide range of people to enhance team effectiveness</p>	<p><b>Drives Performance &amp; Efficiency – 1</b> Can work productively using own initiative</p> <p>Has a “can-do attitude”</p> <p>Is consistent in delivering positive outcomes and driving issues to closure</p> <p>Takes opportunities to improve and develop personal performance</p> <p>Checks for accuracy, aims to get things right first time</p> <p>Recognises sub-standard work and takes corrective action</p> <p>Comes up with new ways of looking at problems, processes or solutions</p> <p>Promptly and efficiently completes work assignments and tasks</p>

	<p><b>Supports &amp; Embraces Change – 1</b> Readily learns and utilises new tools and processes as and when introduced</p> <p>Is open to new ideas and listens to other people’s point of view objectively</p> <p>Co-operates with and is open to the possibilities of change and considers ways to implement and adapt to change in their own role</p> <p>Provides cover for colleagues when needed</p> <p>Is constructive when raising any issues to managers about implemented changes and the impact these are having</p> <p>Reviews working practices and comes up with ideas to improve the way things are completed</p>	<p><b>Grows the Business – 1</b> Gathers information from a range of relevant sources inside and outside their department to inform them in their role</p> <p>Understands what is required of them in their role and how this contributes to team and department priorities</p> <p>Undertakes appropriate analysis to support decisions and recommendations</p> <p>Uses data and/or past experiences to suggest solutions to problems</p> <p>Thinks through the implications of their own decisions before confirming how to approach a problem/issue</p> <p>Considers how their own role links and impacts on colleagues</p>
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