



Your Career In Sales & Marketing

WHAT ARE THE MAIN ACTIVITIES IN SALES & MARKETING?

SALES & MARKETING OVERVIEW

We have primary responsibility for Elliott's customers, the opportunities they provide and the revenue they spend with us. We seek to continually grow our revenues by expanding our share of each customer's business and providing our services and solutions to new customers. We achieve our objectives by generating leads and enquiries in an effective manner, converting those opportunities to sales orders and providing customer excellence throughout their journey with Elliott.

OUR ROLES & ACTIVITIES

MARKETING

WHAT IS INVOLVED?

Setting and implementing strategies to drive customer engagement with and enquiries to Elliott through effective brand build, sales and product collateral and owning the end-to-end customer experience.

ROLES WITHIN ELLIOTT

- Head of Marketing
- Marketing Executive
- Digital Marketing executive

GETTING STARTED

Clear and effective communication skills, customer focused, creative, visual with an understanding of marketing in it's broadest application.

KNOWLEDGE & QUALIFICATIONS

- No formal specialist qualifications required

QUOTE WRITING

WHAT IS INVOLVED?

Providing sales people with best-fit solutions, appropriately costed and priced, to win customer business.

ROLES WITHIN ELLIOTT

- Team Leader
- Quote Writer

GETTING STARTED

Analytical with attention to detail and accuracy, numerate and ability to manage and respond to high volumes of activity.

KNOWLEDGE & QUALIFICATIONS

- No formal qualifications required

PRICING

WHAT IS INVOLVED?

Developing and implementing customised revenue management & pricing strategies in line with overall strategy to grow market share, maximise deal profitability and optimize fleet utilisation at branch level

ROLES WITHIN ELLIOTT

- Head of Pricing & Margin
- Transferrable skills and roles for OSS division

GETTING STARTED

Strong quantitative & analytical skills, advanced level excel capability, strong business acumen and interpersonal skills

KNOWLEDGE & QUALIFICATIONS

- Professional and/or educational qualification in economics, business or finance

KEY ACCOUNTS

WHAT IS INVOLVED?

Developing and implementing growth strategies to increase Elliott share of our strategic customers' business. Building, developing & strengthening customer relationships at all levels to position Elliott as preferred supplier of choice.

ROLES WITHIN ELLIOTT

- Strategic Key Accounts Director
- Key Account Director
- National Account Manager
- Transferrable skills and roles for OSS division

GETTING STARTED

Customer focused, strong relationship builder, influencer with personal drive and high energy to identify and close opportunities. Influencing capabilities to effectively work through internal and customer organisations.

KNOWLEDGE & QUALIFICATIONS

- No formal qualifications required



Your Career In Sales & Marketing

WHAT ARE THE MAIN ACTIVITIES IN SALES & MARKETING?

OUR ROLES & ACTIVITIES

EXTERNAL SALES

WHAT IS INVOLVED?

Developing and implementing sales strategies to grow and develop high potential business sectors through a team of external field sales people

ROLES WITHIN ELLIOTT

- Sales Director
- Team Leader
- Sector Business Development Manager
- Business development Manager
- Area Sales Manager
- Transferrable skills and roles for OSS division

GETTING STARTED

Customer focused, strong relationship builder, influencer with personal drive and high energy. Self-starter, action oriented with experience of uncovering leads and progressing through to successful sales.

KNOWLEDGE & QUALIFICATIONS

- No formal qualifications required

SALES OPERATIONS

WHAT IS INVOLVED?

Providing support, information and training to sales and wider organisation to ensure Elliott is best-equipped to grow and sustain revenue. Ensuring salesforce.com compliance to underpin foundation of Elliott's CRM excellence.

ROLES WITHIN ELLIOTT

- Sales Operations Director
- CRM Platform Manager
- CRM Platform Executive
- Bids & Tenders Manager (Transferrable skills for OSS division)
- Bids & Tenders Executive
- Head of Product Training
- Sales Analyst

GETTING STARTED

Customer focused, broad commercial understanding and comfortable with change. Effective communicator and able to operate effectively across organisation. Detail oriented with good understanding of Elliott value proposition.

KNOWLEDGE & QUALIFICATIONS

- No formal qualifications required

INTERNAL SALES

WHAT IS INVOLVED?

Developing and implementing sales strategies to grow and develop Elliott revenue across multiple sectors through a team of internal, telephone-based sales people.

ROLES WITHIN ELLIOTT

- Internal Sales Director
- Team Leader
- Inbound ISE
- Outbound ISE
- Implant ISE
- Key Account ISE
- Administrator
- Sales Support

GETTING STARTED

Customer focused, relationship builder, personal drive and action oriented. Excellent telephone communications skills & motivated to identify and close sales opportunities.

KNOWLEDGE & QUALIFICATIONS

- No formal qualification required



YOUR CAREER MARKETING

SUMMARY

These are example career pathways and should be used to support career discussions with your manager. Entry, timing and progression opportunities are subject to change based on your individual performance, previous experience, skills, knowledge, and role availability within the business

SKILLS & BEHAVIOURS REQUIRED

DIFFERENTIATORS HIGH PERFORMING INDIVIDUALS WILL DISPLAY:

- Understands and applies marketing techniques
- Good communication ability, written, oral and presentational
- Recognises and applies importance of customer focus
- Methodical, organised and timely of response



- Excellent communication skills
- Decision making capability
- Strong customer focus
- Deep understanding of all marketing activity
- Evidence of identifying and delivering new initiatives

- Ensures marketing activity is aligned with and supports business objectives
- Understands and utilises marketing expertise to drive customer and prospect engagement
- Aligns internal and external messaging to promote and maintain company brand
- Excellent communication & interpersonal skills
- Delivers outcomes through others
- Engages with other functions to increase team effectiveness



- Champions customer-led strategic business improvement
- Continually scanning function to identify improvement opportunities
- Succession planning & development of high performing individuals
- Leadership of strategic initiatives of own and wider sales & marketing function
- Active and effective engagement in sales leadership team



YOUR CAREER QUOTE WRITING & PRICING

SUMMARY

These are example career pathways and should be used to support career discussions with your manager. Entry, timing and progression opportunities are subject to change based on your individual performance, previous experience, skills, knowledge, and role availability within the business

SKILLS & BEHAVIOURS REQUIRED

DIFFERENTIATORS HIGH PERFORMING INDIVIDUALS WILL DISPLAY:

1

JOB
QUOTE WRITER

TYPICAL TIME IN ROLE
2 YEARS

- High level accuracy when raising quotations
- Full adherence to salesforce.com standards
- Organised, methodical and timely of response

- Excellent communication skills
- High degree of self-motivation
- Decision making capability
- Strong customer focus

2

JOB
**QUOTE WRITER
TEAM LEADER**

TYPICAL TIME IN ROLE
3 YEARS

- High level accuracy when raising quotations
- Full adherence to salesforce.com standards
- Organised, methodical and timely in responses
- Delivers outcomes through others
- Drives performance management process

- Demonstrable ability to lead & inspire
- Identifier & driver of change
- Clear ability to make business improving decisions
- Improves effectiveness and maximises potential of team members
- High-level excel capability

3

JOB
**HEAD OF PRICING &
MARGIN**

TYPICAL TIME IN ROLE
3 YEARS

- Solid quantitative & analytical skill
- Advanced level excel capability
- Strong verbal, written & presentation skills
- Demonstrable business acumen
- Influencer of senior management
- Comfortable as sole-contributor
- Professional and/or educational qualification in economics, business or finance

- Exceptional business improvement insight
- Pro-active drive of profit enhancement initiatives
- Informed contribution to wider business issues
- Active and effective engagement in sales leadership team



YOUR CAREER KEY ACCOUNTS

SUMMARY

These are example career pathways and should be used to support career discussions with your manager. Entry, timing and progression opportunities are subject to change based on your individual performance, previous experience, skills, knowledge, and role availability within the business

SKILLS & BEHAVIOURS REQUIRED

DIFFERENTIATORS

HIGH PERFORMING INDIVIDUALS WILL DISPLAY:

1

JOB
**NATIONAL ACCOUNT
MANAGER**

TYPICAL TIME IN ROLE
3 YEARS

- Customer focused, balancing approach with need to meet company objectives
- Strong relationship builder with good influencing skills
- Drives revenue and product growth in account portfolio
- Consistently meets sales objectives and expectations

- Strong customer focus and business acumen
- Excellent communication and relationship builder
- Consistently exceeds sales objectives and expectations
- Demonstrably and successfully takes ownership to address customer opportunities and issues

2

JOB
KEY ACCOUNT DIRECTOR

TYPICAL TIME IN ROLE
3 YEARS

- Strong customer focus
- Excellent communication & influencing skills
- Equally adept at strategic development of portfolio and daily tactical activities
- Consistently meets sales objectives and expectations

- Demonstrable ability to lead & inspire
- Identifier & driver of change
- Clear ability to make business improving decisions
- Strategic as well as tactical mind-set
- Proactive ownership and driver of business improvement initiatives

3

JOB
**SRATEGIC KEY
ACCOUNTS DIRECTOR**

TYPICAL TIME IN ROLE
3 YEARS

- Ensures coaching, development and performance management of team is a constant
- Acts to engage cross-functionally to promote excellent customer service
- Understands need to balance activity with required business returns
- Operates to ensure company process and policy is adhered to, challenged and adjusted where appropriate

- Continually scanning function to identify improvement opportunities
- Strategic and forward-looking mind-set to development of function
- Succession planning & development of high performing individuals
- Active and effective engagement in sales leadership team



YOUR CAREER EXTERNAL SALES

SUMMARY

These are example career pathways and should be used to support career discussions with your manager. Entry, timing and progression opportunities are subject to change based on your individual performance, previous experience, skills, knowledge, and role availability within the business

SKILLS & BEHAVIOURS REQUIRED

DIFFERENTIATORS HIGH PERFORMING INDIVIDUALS WILL DISPLAY:

1

JOB
AREA SALES MANAGER

TYPICAL TIME IN ROLE
3 YEARS

- Hunt & develop leads to close out opportunities
- Develop effective sales proposals to promote company value proposition
- Consistently meet sales objectives and expectations
- Develop effective cross-function relationships
- Organised, methodical and timely of response

- Consistently exceed sales objectives and expectations
- Excellent communication skills
- Demonstrable record of closing complex and project-led opportunities

2

JOB
BUSINESS DEVELOPMENT MANAGER

TYPICAL TIME IN ROLE
3 YEARS

- Consistently meet sales objectives and expectation
- Hunt and develop large and complex opportunities and manage to closure
- Develop and utilise cross-function relationships
- Organised, methodical and timely of response

2

JOB
SECTOR BUSINESS DEVELOPMENT MANAGER

TYPICAL TIME IN ROLE
3 YEARS

- Ability to communicate & work across internal functions
- Understanding of and contribution to wider business issues
- Management skills capability or potential
- Consistently exceeds sales objectives and expectations

3

JOB
TEAM LEADER

TYPICAL TIME IN ROLE
2 YEARS

- Strong customer focus
- Excellent communication & interpersonal skills
- Delivers outcomes through others
- Engages with other functions to increase team effectiveness
- Drives performance management process

- Demonstrable ability to lead & inspire
- Identifier & driver of change
- Clear ability to make business improving decisions
- Strategic as well as tactical mind-set
- Improves effectiveness and maximises potential of team members

4

JOB
SALES DIRECTOR

TYPICAL TIME IN ROLE
3 YEARS

- Ensures coaching, development and performance management of team is a constant
- Acts to engage cross-functionally to promote excellent customer service
- Understands need to balance activity with required business returns
- Operates to ensure company process and policy is adhered to, challenged and adjusted where appropriate

- Continually scanning function to identify improvement opportunities
- Strategic and forward-looking mind-set to function development
- Succession planning & development of high performing individuals
- Active and effective engagement in sales leadership team
- Team consistently exceeds objectives



YOUR CAREER INTERNAL SALES

SUMMARY

These are example career pathways and should be used to support career discussions with your manager. Entry, timing and progression opportunities are subject to change based on your individual performance, previous experience, skills, knowledge, and role availability within the business

SKILLS & BEHAVIOURS REQUIRED

- Excellent IT/keyboard skills
- Systems & software management ability
- Good experience of MS Office
- Strong telephone and communication skills

- Excellent telephone skills
- Customer focused
- Self motivated
- Record of closing deals
- Strong relationship builder
- Task completer-finisher
- Consistently meets sales objectives

- Strong customer focus
- Excellent communication & interpersonal skills
- Delivers outcomes through others
- Engages with other functions to increase team effectiveness
- Drives performance management process

- Ensures coaching, development and performance management of team is a constant
- Acts to engage cross-functionally to promote excellent customer service
- Understands need to balance activity with required business returns
- Operates to ensure company process and policy is adhered to, challenged and adjusted where appropriate

DIFFERENTIATORS HIGH PERFORMING INDIVIDUALS WILL DISPLAY:

- Strong customer focus
- Self motivated and action oriented
- Capability to cover ISE roles where required

- Strong customer focus
- Ability to communicate & work across functions
- Understanding of and contribution to wider business issues
- Management skills capability or potential
- Consistently exceeds sales objectives

- Demonstrable ability to lead & inspire
- Identifier & driver of change
- Clear ability to make business improving decisions
- Improves effectiveness and maximises potential of team members

- Continually scanning function to identify improvement opportunities
- Strategic and forward-looking mind-set to function development
- Succession planning & development of high performing individuals
- Active and effective engagement in sales leadership team

1

JOB ADMINISTRATOR
TYPICAL TIME IN ROLE
18 months

1

JOB SALES SUPPORT
TYPICAL TIME IN ROLE
18 months

2

JOB INBOUND ISE
TYPICAL TIME IN ROLE
3 YEARS

2

JOB KEY ISE
TYPICAL TIME IN ROLE
3 YEARS

2

JOB OUTBOUND ISE
TYPICAL TIME IN ROLE
3 YEARS

2

JOB IMPLANT ISE
TYPICAL TIME IN ROLE
3 YEARS

ROLES REQUIRE SIMILAR SKILLS AND HAVE COMPARABLE DIFFERENTIATORS – WITH SOME SPECIFIC REQUIREMENTS ROLES ARE INTERCHANGEABLE

3

JOB Internal Sales team leader
TYPICAL TIME IN ROLE
3 YEARS

4

JOB Internal Sales team leader
TYPICAL TIME IN ROLE
3 YEARS



YOUR CAREER SALES OPERATIONS

SUMMARY

These are example career pathways and should be used to support career discussions with your manager. Entry, timing and progression opportunities are subject to change based on your individual performance, previous experience, skills, knowledge, and role availability within the business

SKILLS & BEHAVIOURS REQUIRED

- Good communicator
- Organised and methodical with an eye for detail
- Analytical and numerate
- Solid written presentational capability

JOB
BIDS & TENDERS
EXECUTIVE
TYPICAL TIME IN
ROLE
2 YEARS

DIFFERENTIATORS HIGH PERFORMING INDIVIDUALS WILL DISPLAY

- Strong customer focus
- Management skills capability and potential
- Ability to communicate and work effectively across functions

SKILLS & BEHAVIOURS REQUIRED

- Strong understanding of systems and processes
- Comfortable with detail and repetitive process management
- Ability working to project plans and timetables

JOB
CRM PLATFORM
EXECUTIVE
TYPICAL TIME IN
ROLE
2 YEARS

- Strong communicator, relationship & team builder
- High level planning and project management ability
- Engages other functions to increase effectiveness
- Drives performance management process

2

JOB
BIDS & TENDERS
MANAGER
TYPICAL TIME IN
ROLE
3 YEARS

2

JOB
CRM PLATFORM
MANAGER
TYPICAL TIME IN
ROLE
3 YEARS

- Strong communicator, relationship & team builder
- High level planning and project management ability
- Comfortable working through SBU and Group personnel
- Drives performance management process

- Excellent communication & presentation skills
- Deep sales & product knowledge
- High level coaching & development ethos and capability

JOB
HEAD OF PRODUCT
TRAINING
TYPICAL TIME IN
ROLE
3 YEARS

- Demonstrable ability to lead & inspire
- Identifier & driver of change
- Clear ability to make business improving decisions
- Improves effectiveness and maximises potential of team members

JOB
SALES ANALYST
TYPICAL TIME IN
ROLE
2 YEARS

- High level analytical capability
- Familiar with systems reporting and analysis processes
- Detail oriented

Experience & delivery in all roles required for progression

SKILLS & BEHAVIOURS:

- Ensures coaching, development and performance management of team is a constant
- Acts to engage cross-functionally to promote excellent customer service
- Understands how to support function delivery through team capability
- Operates to ensure company process and policy is adhered to, challenged and adjusted where appropriate

3

JOB
SALES
OPERATIONS
DIRECTOR
TYPICAL TIME IN
ROLE
3 YEARS

HIGH PERFORMING INDIVIDUALS WILL DISPLAY:

- Continually scanning function to identify improvement opportunities
- Strategic and forward-looking mind-set to function development
- Succession planning & development of high performing individuals
- Active and effective engagement in sales leadership team



ELLIOTT CAREER STORIES

EXAMPLES OF HOW YOUR COLLEAGUES HAVE BUILT THEIR CAREERS

These are real examples of colleagues' career stories and should be used to support career discussions with your manager. Timing and progression opportunities are subject to change based on your individual performance and role availability within the business



NAME Andy Brind

JOB Senior Key Account Director

TIME IN ROLE 5 Months

TIME IN BUSINESS 13 years

MY CAREER STORY

I commenced my exciting journey with Elliott in January 2008 as a hire controller, in Hayes, West London Depot and I was part of a team responsible for the daily dealings of our valued local customers in the region. After a successful 2 years I was then promoted to Area Sales Manager in 2010, and was keen to continually progress my career path even further. I grew my portfolio of Elliott regional customers into National Key Accounts, and in January 2014 I was promoted to Key Accounts Manager.

Thereafter, I progressed into National Business Development for the Hire division, Key Account Director and currently Senior Key Accounts Director.

CAREER TOP TIPS

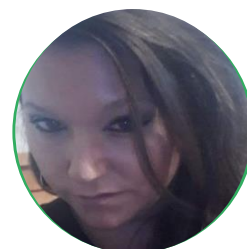
Be the best you can each day, identifying a clear development plan and goal.

MY CAREER STORY

My career with Elliott started when I was just 19, 21 years ago in July 2000. I was in credit control working from Baston which at the time was a small double storey Modular building which was in fact our head office back then. After 2 years in Credit Control I secured a job in what was our Telemarketing department targeting new and existing clients in the North West region. Head office then moved to Peterborough and I continued this role for a while before I was given the opportunity to become Area Sales Manager for the East Anglia Region and more recently Business Development Manager working with Tier 2 clients Nationally where I believe I have found a job that is pretty perfect for me.

CAREER TOP TIPS

Listen and learn from your peers, believe in Elliott and be confident when selling our proposition as we have a business to be proud of. Title is not everything, if you find a job that suits you and you are happy and successful you do not necessarily need to be promoted to be happier, sometimes just find your 'sweet spot'.



NAME Marcia Broome

JOB Business Development Manager

TIME IN ROLE 18 months

TIME IN BUSINESS 21 Years



NAME Emily Pavey

JOB Internal Sales Director

TIME IN ROLE 1 year

TIME IN BUSINESS 8 Years

MY CAREER STORY

I joined Elliott back in 2014 unsure of what career I wanted to follow. I joined the credit control team responsible for key customers payments. Working with customers I realised I had a passion for customer service. After a year I was asked if I would be interested in a role within Sales. I applied for an Internal Sales Executive role in Key Accounts which I held for two years. Invited to the Elliott Leadership Academy I strengthened my business knowledge and leadership skills giving me the confidence to go for Internal Sales Manager, where I was responsible for managing 18 team members. 2 years later I took the role of National Sales Manager rolling out best practices across UK. In 2020 I was appointed to my current position of Internal Sales Director. I am still learning but I have gone from somebody who joined the business as a stop-gap to building a successful career for myself proving as long as you work hard, have a passion and enjoy what you are doing, anybody can do it!

CAREER TOP TIPS

Be open and embrace change, always be the best version of you, never be frightened to ask what you think is the most basic question, discuss your development with your manager and drive your own development plan.



ELLIOTT CAREER STORIES

EXAMPLES OF HOW YOUR COLLEAGUES HAVE BUILT THEIR CAREERS

These are real examples of colleagues' career stories and should be used to support career discussions with your manager. Timing and progression opportunities are subject to change based on your individual performance and role availability within the business



NAME Becki Handley

JOB Team Leader/Area Sales Manager

TIME IN ROLE 15 Months

TIME IN BUSINESS 6 Years

MY CAREER STORY

I left school at 16 and gained a BTEC in childcare and although I enjoyed it I decided to explore the option of sales and have worked in food & beverage, engineering and finance investment in many sales roles. I joined Elliott on a temporary basis as an admin assistant in the OSS division and after 11 months was offered a full time job assisting the bid manager. After 6 months as a full time Elliott employee, I turned my attention to sales and I decided to approach the Key Account Internal Sales Manager to ask about shadowing to aid in my development which turned in to a job as Internal Sales executive looking after one of our biggest customers Willmott Dixon. I grew the account and became the top sales performer in 2018. Wanting to go in to management I started to shadow the Internal Sales Manager, covering as a Team Leader Type role when the ISM was out the office. In 2019 I was appointed Team Leader managing a team of 6 people. In 2020, I wanted to get in to field sales and applied for and got the role of Area Sales Manager. Despite Covid I was still able to do my job and achieve my targets. In March 2021 I was offered a Team Leader role and now have a team of 3 people. My current role consists of meeting customers, gaining new enquiries through prospecting and managing a small team to ensure they are doing the best they can. I am now looking forward to enrolling onto some leadership and management courses with Elliott and passing on my knowledge to others as I enjoy seeing people succeed.

CAREER TOP TIPS

Have a goal of where you want to be in 5 years' time and make a plan. Always be open to new opportunities and training, as this will assist in that next step of your career. Never be afraid to ask for help and support – personal development is key!

MY CAREER STORY

I have been with the business for just over 4 years, where I joined as an ISE based in one of our key accounts head offices, managing and developing the national framework agreement. After 3 years, I accepted a position as Business Development Manager for the North East, moving away from Key Accounts. This role was vital for me to take a step out of my comfort zone and give myself a challenge, and after a few months in this role, I soon found that my skills and passion were best placed in Account Management. From here, I took up the National Account Manager role for both Engie and Speedy. A year later I was offered the role as Key Account Director. This was an exciting time, knowing the business had recognized my hard work, enthusiasm and results, which of course wouldn't have been possible without the support and guidance from all colleagues across every department of the business.

CAREER TOP TIPS

My first priority is always to provide the customer with great customer service and excellent communication, execute this well, and the results will follow. Always be open to a new challenge and opportunities, don't wait for them to come to you. You will expand your knowledge which in turn will support you with your future career path. Finally, put yourself out there, speak with different departments within the business, don't wait for opportunity to come to you and accept that every day is a learning day!



NAME Clair Hardy

JOB Key Account Director

TIME IN ROLE 3 Months

TIME IN BUSINESS 4 Years, 3 Months