



## PERSON SPECIFICATION

**Job title:** Field Sales Representative  
**Location:** North Quay, Great Yarmouth  
**Job ref no:** LB023

	ESSENTIAL CRITERIA	METHOD OF ASSESSMENT
<b>Qualifications and/or education level attained</b>	<ul style="list-style-type: none"> <li>Able to demonstrate competence in written English, English spelling, presentation of written work, maths and keyboard skills.</li> </ul>	<b>Application Form</b>
	<ul style="list-style-type: none"> <li>A valid UK driving licence.</li> </ul>	<b>Application Form</b>
<b>Experience</b>	Experience of selling to commercial customers.	<b>Application Form &amp; Interview</b>
<b>Knowledge / skills</b>	<ul style="list-style-type: none"> <li>Must demonstrate both telephone and face-to face communication skills.</li> </ul>	<b>Interview</b>
	<ul style="list-style-type: none"> <li>Understanding of the importance of internal and external customer care.</li> </ul>	<b>Interview</b>
	<ul style="list-style-type: none"> <li>Must demonstrate and understanding of the importance of advertising to a business.</li> </ul>	<b>Application Form &amp; Interview</b>
	<ul style="list-style-type: none"> <li>Ability to demonstrate and understanding of the importance of team working</li> </ul>	<b>Application Form &amp; Interview</b>
	<ul style="list-style-type: none"> <li>Must demonstrate an understanding of the importance of self-motivation and initiative</li> </ul>	<b>Interview</b>
	<ul style="list-style-type: none"> <li>Must be able to make appropriate decisions and prioritise under pressure whilst remaining calm and professional</li> </ul>	<b>Interview</b>
<b>Work related attributes and competencies</b>	<p>The main competencies required are:</p> <ul style="list-style-type: none"> <li>Communication and negotiating/influencing</li> <li>Drive and energy</li> <li>Solving problems and judgement</li> <li>Decisiveness</li> <li>Approach to change</li> <li>Planning &amp; organising</li> <li>Team working</li> </ul>	<b>Interview</b>

- Customer focussed thinking
- Being entrepreneurial & developing the business
- Integrity
- Learning & development