



## POSITION CARD

### DOCUMENT HISTORY \_ VERSION

**CREATED:** 01.2021

**UPDATED:** 08.2024

**VERSION HISTORY:** 3

<b>Position:</b> Sales & Marketing Representative	<b>Company:</b> Arkas Hellas
<b>Department:</b> Commercial	<b>Report to:</b> Sales & Marketing Manager
<b>Position Holder:</b> Panayiotis Andreou	<b>Location:</b> Piraeus
<b>Replaced by:</b> Sales & Trade Pricing Representative	<b>Function:</b> Sales & Marketing
<b>Manager/Individual Contributor:</b> Ind. Contributor	<b>Budget Responsibility:</b> No

### Purpose of the Position:

Responsible for achieving and exceeding sales targets and developing the portfolio of existing and potential customers in all marketing activities. Must also be aware of Customers' needs, competition, and existing services of the Line as well as follow commercial policy based on regulations and policies represented by the Arkas Hellas Shipping Agency.

### Key Accountabilities:

- Visit potential and existing customers to develop constructive relationships and maintain them over time
- Contribute to the improvement of the company's profitability either by offering all agency services (haulage, customs declaration etc.) or by collecting higher local revenue per cntr.
- Keep updated records and document existing and potential volumes per customer resulting in targeted quotations and sales leads
- Attract new customers by offering them relevant quotation offers and sales leads
- Remaining up to date with developments reg. import - export bookings of owned customers
- Support market analysis by providing customer feedback to Trade and Pricing in order to implement the specified marketing and sales policies
- Prepare, send and follow up on offers with clients
- Maintain data of owned clients' portfolio in CRM and/or other sales systems
- Follow Annual budget/ targets on monthly basis
- Handle Cross trades
- Collect and cross-check market info before sharing with commercial unit and Sales & Marketing Manager
- Be aware of the financial status of all new or existing customers, introduce new credit and paying terms, follow up on their application and intervene when needed for their enforcement (credit terms, outstanding amounts, etc.)



#### **Additional tasks:**

- Prepare sales reports as required and/or be able to present them in commercial meetings
- Follow up and/or deliver projects set by Sales & Marketing Manager
- Attend biweekly meetings with trade and pricing team
- Generate and follow up on sales leads to/with other agencies

#### **General Responsibilities:**

*Responsibilities that apply to everyone who works at Arkas Hellas Group*

- Follow general company's policies
- Respect colleagues and embrace diversity
- Be consistent with company's values
- Put customers in the center of all daily activities
- Support and quickly adapt any innovations and changes within company

#### **Knowledge and Competencies:**

*Qualifications that are necessary for someone to fill the position*

- Minimum 2 years of Sales experience in shipping, preferably in a shipping agency
- Education: A graduate, preferably in Business Management or Shipping
- Good financial understanding and budgeting
- Excellent communication skills (verbal and written) with customer focus
- Very good level in English (verbal and written)
- Market knowledge and Understanding
- Competition knowledge
- Selling skills
- Ability to follow up and provide constructive feedback
- Ability to understand & reach targets
- Computer literacy

#### **APPROVALS**

**POSITION HOLDER: PANAYIOTIS ANDREOU**

**M.D. People, communications and shared Services: WANDA COSTOPOULOS**

**MANAGER (of the position): PINAR CAYLAN KOUFOS**