

## Position Description

<b>Position Title:</b>	Sales Development Partner
<b>Division:</b>	Sales
<b>Reporting To:</b>	Sales Development Manager
<b>Direct Reports:</b>	Nil

### ABOUT NORTHCOTT:

#### Who is Northcott?

Northcott is a not-for-profit disability service provider that works with customers to realise their potential.

As one of Australia's largest not-for-profit disability service organisations, we provide services from metropolitan and regional locations throughout NSW and the ACT. We have more than 90 years of experience and expertise in the disability service industry.

A registered NDIS provider, we employ approximately 2,600 staff and provide empowering, personalised services to over 13,500 people with disability, their families and carers each year.

#### What do we do?

Northcott provides personalised and dynamic support, delivered by a committed team who will optimise and maximise support and services for every customer.

Our experience and expertise gives confidence to our customers they are in good, trustworthy hands, while our commitment to innovation and pushing boundaries allows us to tackle any challenge currently creating barriers for our customers to reach their potential.

#### What is our promise to each customer?

We will work creatively and relentlessly with each customer to unlock, discover and unleash their potential, supporting and empowering them to be the best they can be now and in the future. Our customers are not numbers; they are unique individuals. We personalise our services to each customer's current and future needs and goals, every single one, to ensure their development and growth.

As advocates for our customer's inclusion, we will empower them with confidence, choice and opportunity so they can live their life, as they choose, in their own way.

#### Our Values

Our values have always been a significant part of our service to customers and they have helped shape Northcott into the wonderful organisation it is today. We are Innovative because we develop new ideas and solutions with creativity in anticipation of changing needs. We are Respectful because we believe that everyone's voice is unique and that they have the right to be heard. We are Brave because we have the courage to stand up for people with all abilities even in the face of adversity

## Position Description

### KEY OBJECTIVE OF THE SERVICE/DEPARTMENT:

The Sales team is a key partner in actively supporting the Operations teams in finding and securing new customers. They work across all of Northcott's services (Housing, Community and Clinical) in each of the regions to raise awareness of Northcott, meet the customer targets, and actively expand the demand and take up of Northcott's services.

The team engages with leads, referrers and other sources of potential customers in the region and supports cross/upselling of services to existing customers. They take the primary role in developing new business, promoting Northcott through events/expos and identifying new opportunities for expansion of existing services.

### KEY OBJECTIVE OF THE POSITION:

The Sales Development Partner promotes Northcott, generates demand for services and acquires new customers in the region for which they are responsible. They implement the Sales Strategy to achieve customer targets and develops new business opportunities to support expansion of Northcott's reach and services.

The role works collaboratively with local Operations teams and the Engagement teams to grow awareness of Northcott, build a positive reputation in the local community, and achieve customer targets.

The role is business focussed, looking for opportunities to sell Northcott's services across the region and maintaining a consistent, structured and efficient approach to achieving and exceeding targets, whilst ensuring that customers are properly engaged and supported to live the life they choose.

### PERSON SPECIFICATIONS (SKILLS & KNOWLEDGE)

- A strong self-starter who is empathetic and flexible to work with a variety of teams, customers and business contacts
- In-depth knowledge of the disability sector, NDIS and disability housing (or willingness to obtain)
- Excellent verbal and written communication skills
- High-level presentation skills
- Well organized and responsible with flexibility and problem-solving skills to adapt to changing environments and goals
- Capacity to work independently, but also as a team player with a high level of dedication
- Passion, drive and a competitive spirit to meet and exceed targets

### ESSENTIAL QUALIFICATIONS & EXPERIENCE REQUIRED

- Proven experience of achieving sales targets in a Service environment
- Proven experience of identifying and nurturing new customer opportunities leading to increased sales
- Formal qualifications in business, certification/training in sales would be an advantage

### DELEGATION LEVEL

- NIL

### CORE COMPETENCIES OF THE ROLE

#### Business/Customer Focus

- Identify sources of potential customers for the region, in collaboration with Operations staff and Engagement teams
- Contribute to and implement tactical plans and approaches to achieve sales targets in the region and for each service
- Track overall progress in the region to ensure that targets are being met and adjust strategies and approaches appropriately
- Develop and maintain strong customer focused relationships
- Maintain a sound understanding of the NDIS, and the changes and challenges potentially faced by customers.

#### Relationship Building

- Foster strong relationships with regional Operations team
- Engage collaboratively with the Engagement teams
- Develop and promote a collaborative relationship with referrers and other sources of potential customers.

#### Problem Solving

- Maintain high-level problem-solving skills, with the ability to develop sound solutions to customer needs, whilst maintaining a business focus
- Identify and report on market conditions and adjust sales approaches to take advantage of/mitigate the impact of these.

#### Financial Impact

- Track progression against Sales targets to ensure that overall targets are met/exceeded at a regional and service level
- Work collaboratively with all stakeholders to ensure participants have correct funding in their NDIS packages prior to becoming a Northcott Customer.

#### Time Impact

- Manage time taken across the Customer Journey to ensure efficient, fast sign-up of customers across each region and service
- Manage development approaches to ensure resources and effort are directed at high yielding referrers and contacts
- Identify problem areas and work collaboratively to mitigate the impacts of these.

## Position Description

### DUTIES

1. Managing new leads from Enquiries team, liaising with Service Coordinators and Service Support Partners, to sign up new customers in a timely and efficient manner
2. Identifying cross-sell/up-sell opportunities for existing customers
3. Understanding the local market and build/maintain a strong network of relevant relationships
4. Contribute to and implement a Sales Plan for the region designed to increase Northcott's profile and generate demand and leads for services
5. Coordinate presence at expos and networking events (eg Ready Set Connect, Expos) to engage with new customers and referrers
6. Establish local partnerships that can raise awareness of Northcott and generate new leads
7. Develop a prospect list of referrers and outreach (cold-calling, email, LinkedIn etc.) to build networks and create new client referral opportunities
8. Build a sound knowledge of Northcott services, NDIS funding, and support needs of people with disability
9. Work closely with internal teams (e.g. Marketing, Enquiries and Communications) to develop and implement sales campaigns and build referrer network
10. Provide accurate and timely reporting against Sales and business development targets
11. Comply with, report on and actively participate in Northcott's Safety & Injury Management Procedures and Northcott's WH&S Procedures
12. Be aware of and sensitive to the needs of customers from Aboriginal and Torres Strait Islander or Culturally and Linguistically Diverse backgrounds
13. Work within the framework of the NSW Disability Inclusion Act, National Disability Standards, Privacy Legislation, NDIS Act 2013, NDIS Operational Guidelines and other relevant legislation
14. Adhere to Northcott policies and procedures, in particular, the Code of Conduct and Values.

This list is indicative only and is subject to change. All Northcott employees are required to comply with any reasonable work requests as directed by their employer from time to time.

### NORTHCOTT POLICY AND PROCEDURES

All Northcott employees are expected to be familiar with and adhere to Northcott policies and procedures. For more information see your manager or refer to the policy and procedures available on the Northcott Intranet.

Employee's Signature

Employee's Name

Date

**Please forward assigned copy to Human Resources.**