



SHIELDS SALES ASSOCIATE PROGRAMME

INTRODUCTION & OVERVIEW

SHIELDS SALES ASSOCIATE PROGRAMME

WHAT'S IT ABOUT?



This Programme is aimed at **recruiting, developing** and **retaining** our next generation of Sales talent.



If you are looking for the next step in your career, and you have the ambition to take on responsibility, this is the programme for you. We're looking for applicants with desire and commitment that want to demonstrate their ability to become a great sales associate



This pack sets out what you can expect during your first 2 years with us, our ideal candidate and what the programme consists of

SHIELDS SALES ACCOUNT MANAGER | THE END GOAL

- Basic salary increase – *adjusted for different currencies and regions.*
- Uncapped commission
- Your birthday off + National Holidays
- Company Virtual Share Scheme
- Manage your own accounts
- Earn between £60-100k
- Flexible working benefits
- Local country benefits included



SHIELDS SALES ASSOCIATE PROGRAMME

PROGRAMME OVERVIEW

For 40 years Shields has been one of the leading solution providers for Telecom networks and their operators in building a circular economy, providing environmental efficiencies, and reducing operators' costs & CO2 emissions.

We help operators build and maintain their networks by facilitating the efficient movement of products around the globe together with our Software and on-site & off-site service solutions.

*Our Services are designed to **REUSE** as much of operator equipment as possible, **RESELL** equipment they don't need, **REPAIR** their faulty equipment and safely **RECYCLE** where the above is not practical.*



People looking to invest into themselves, will be the success stories and champions of this programme.

GEORGE STONE
HR Director

OUR IDEAL CANDIDATE

- As a company, our strategy on people development is to provide the opportunities, the right working environment and training to enable each employee to realise the fullest possible career potential they seek within the company, recognizing that each person has a different level of talent and ability.
- A candidate for this program is someone who has shown an interest and potential to develop the necessary sales skills and meet the challenges of a sales position. They should be a passionate individual with a desire to learn, build good relationships and strive for excellence on all fronts.
- The "Shields Sales Associate Programme" has been developed to help aspiring salesperson with the desire, commitment and latent ability to become first line sales associates and gain a level of proficiency in each of the skill areas required for future management.

PURPOSE OF THE ROLE

- | | | |
|---|--|---|
| • Work closely with the Account Manager to support new and existing customers | • Assist in building a sales funnel generating leads via cold calling and emailing | • Manage a set of existing clients, building knowledge and a relationship with each client contact |
| • Gain an understanding of our clients, and be able to highlight a good opportunity for our services to help and support them | • Support marketing and calling campaigns for Shields | • Providing technical information and explanations, and preparing quotations to customers |
| • Communicate with customers, making outbound calls to potential customers, and following up on quotes | • Develop sales opportunities by researching and identifying potential accounts, soliciting new accounts & building rapport. | • Challenge customer prices with convincing negotiation skills, and cross-referencing previous prices attained from customers |

SHIELDS SALES ASSOCIATE PROGRAMME

KEY TAKEAWAYS

PROGRAMME OUTCOME

- Learn proven techniques for being an effective salesperson, assisted by our in-house training programme supported by direct mentoring with our most successful sales managers across the company
- Develop and progress your personal development plan designed to help achieve success in the 8 core skill areas
- Participate in an assessment of your current knowledge, skill, and proficiency, and get a roadmap for how to develop meaningful, lasting habits as a developing salesperson.
- Learn best practices for selling, negotiating and influencing others
- Apply the lessons from the program immediately to your professional and personal interactions

Achieve a permanent position with Shields as an Account Manager upon successful completion of the course

PROGRAMME EXPERIENCE



SHIELDS SALES ASSOCIATE PROGRAMME
PROGRAMME MODULES

Over the course of the programme, you will get a comprehensive look at the entire sales process to help you meet the skill criteria established in each of the following 8 major skill areas that make up our course modules.



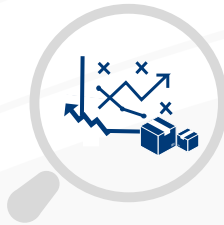
SHIELDS FOUNDATIONS

Discover the foundations of Shields services, product flow and sales cycle with hands on work experience in each area of our organisation.



PLANNING & ORGANISATION

Master the ability to assign priorities to tasks, delegate to others and then follow up on your commitments.



COMMERCIAL AWARENESS

Learn to navigate business finances and develop your understanding of numbers and how to make them work for you.



PEOPLE SKILLS

Develop your ability to communicate in a convincing, enthusiastic and influential way. Engaging your audiences, and getting buy in to your ideas.



MARKETING

Define your tone of voice, building and sustaining our brand message. Learn to use digital marketing tools to generate new leads and opportunities to best manage Shields customers and partners.



BUSINESS DEVELOPMENT

Moving a generated lead from Marketing forward and taking special time to hand hold and influence customers to using our solutions.



ADVANCED SALES

Master the art of closing leads, qualifying & building a business case, learning to quote and negotiate an agreed outcome.



ACCOUNT MANAGEMENT

Understanding the data behind an account and how to use it to develop meaningful relationships with our customers.



SHIELDS SALES ASSOCIATE PROGRAMME

WHAT YOU WILL LEARN

Participants enrolled in the program obtain access to learning content in a modular approach. Made up of different learning objectives, these modules will priorities a different element of an effective Sales Account Manager. A brief content overview setup below.



**PRESENTING & BUILDING
PROSPECTING SCRIPTS**



**FACILITATING A MEANINGFUL
SALES CONVERSATION**



**DEVELOPING CUSTOMER
RELATIONSHIPS**



**TURNING COLD CALLS
INTO WARM LEADS**



**GIVING & RECEIVING
FEEDBACK GRACIOUSLY**



**HOW TO THINK BIGGER PICTURE
& DEFINE YOUR BIG ROCKS**



**DEVELOPING A MONEY MIND
WITH MAGIC NUMBERS**



**UNDERSTANDING YOUR
MARKET & REGION**



**FACILITATING THE END TO END
CUSTOMER APPROVAL PROCESS**



**MASTERING THE BASICS; P&L,
QUOTING, BALANCE SHEETS**



BUILDING A BUSINESS CASE



**COMMERCIALS &
PROCUREMENT**



THE POWER OF PERSUASIVENESS



**PRIORITISING & CREATING
DAILY BOOK ENDS**



**UPSELLING ADDITIONAL
SERVICES**



CLOSING THE DEAL



SHIELDS SALES ASSOCIATE PROGRAMME

LEARNING JOURNEY



01

PROGRAMME ORIENTATION

The orientation is 2-fold, the first will explain the purpose of the “SADP” and the introduction of the 8 learning modules.

The second will be a one to one with your Sales Manager to receive an introduction to the department and set role expectations, outlining the nature of the role & working relationship between the two of you.



02

MODULE LEARNING

This is all about learning on the job - day to day practice increasing your level of knowledge, skill & proficiency in the 7 key skill areas. Most of the programme will be spent here, performing the day to day working activities and preparing the candidate for assessment & evaluation per module.



03

ASSESSMENT & EVALUATION

To open and close each module you will complete an assessment to measure your learning stage and level of knowledge, skill & proficiency.

A pass mark will be required before moving on to the next module. It is likely that your initial assessment results will be low due to lack of time and experience so be sure to grasp the opportunity for improvement.



04

PERFORMANCE REVIEWS

Performance reviews go hand in hand with our programme gateways – these reviews will determine if you are a good fit and able to continue in the programme.

They should be a time for self-reflection as well as demonstrating your wins and successes. As a company we will do everything to ensure you are given the guidance and support to succeed but we can only take you so far – it’s up to you to make the difference.



05

CERTIFICATION & SIGN OFF

This program is graded as pass or fail; which means participants must meet the course criteria and requirements to obtain a certificate of completion and a permanent position with Shields as an Account Manager.

GATEWAYS

There is a mandatory requirement to achieve a minimum of 1 module (out of 7) every 3 months.

- Earliest date an associate can complete the Programme is 12 months after enrollment
- Associates have a maximum of 24 months to complete programme



Day One



Programme
Orientation



1 month



1st
Performance
Review



2 months



2nd
Performance
Review



3 months



3rd
Performance
Review



12 months



Annual
Performance
Review

EARLIEST POINT TO
COMPLETE PROGRAMME



24 months



Annual
Performance
Review

LATEST POINT TO
COMPLETE PROGRAMME

SHIELDS SALES ASSOCIATE PROGRAMME

SALES TEAM

JOHN STREET

TOLEDO, SP



Regions Covered: Spain, Portugal, Italy



ALICJA JASTRZAB

BRISTOL, UK



Regions Covered: 17 Eastern Europe with focus markets being CZ, HU, PO, RO



WILL AUSTIN

BRISTOL, UK



Regions Covered: Benelux, Germany and Africa



MATT ALLEN

PURFLEET, UK



Regions Covered: UK



Candidates will be assigned a mentor to support with progression and developing new talent into the sales team.

You will work closely with your mentor to:

- support new & existing customer
- Understand our clients & services
- Identify good opportunities for our services to help and support the customer

TONI GIBBS

SANFORD, USA



Regions Covered: USA & Canada



MIKE LEWIS

SANFORD, USA



Regions Covered: USA & Canada



MATTHIEU PLUVINAGE

PARIS, FR



Regions Covered: France





WHY WE CREATED THE PROGRAMME

Sales is the heartbeat of any small to medium sized business. We want to invest in a pool of talent that through learning and osmosis with their mentor will become the next generation of sales talent at our company. We hire for **Attitude, Drive and Ambition.**

Currently our business has 8-12 very senior, high-quality salespeople with decades of industry experience. I want to ensure their knowledge and skills are transferred to the new generation of sales via the associate program.

DANIEL JONES

CEO, Shields Environmental

SHIELDS SALES ASSOCIATE PROGRAMME

FURTHER INFORMATION

Shields has worked hard to develop its very own in-house sales associate programme offering a fantastic opportunity for people looking to make a first step into a new career or utilise previous sales experience in a brand-new industry, with new challenges and different complexities.

By working with Shields and enrolling into this programme, we can offer beyond simply just a new job, instead a personal development plan that works towards becoming a fully pledged Sales Account Manager. The content and material in this programme has been built from our team with over 20 years of sales and training manager experience which makes for invaluable insight, wisdom and industry knowledge.

OUR OFFER

- £30,000 per annum – *adjusted for different currencies and regions.*
- Your birthday off + National Holidays
- Company Virtual Share Scheme
- Flexible working benefits
- Local country benefits included

PROGRAMME DURATION

Completion of the modules will be in stages that are dependent on the speed and competence of the learner. Fast moving learners will not be held back

The expectation is programme completion across a 12–24-month window.

PROGRAMME FEES

Shields has created this program with the intention of driving talent and providing opportunity. The course will be free alongside employment.

No commission offered during programme participation.

PROGRAMME REQUIREMENTS

As there is no specific order in which the modules must be completed, there is a mandatory requirement to achieve at least 1 module per 3 months. Modules will be selected by the sales manager and be picked in reflection to opportunities to advance; business flow and BAU, as well as the strengths/weaknesses of the associate.

Associates can progress faster if they show the desire, attitude and proficiency but cannot be signed off without serving 12 months on the programme.

CONTACT US

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☎ Phone: 01708 684000

HOW TO APPLY





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