Job Description

SERTUS

Internal Sales Executive

05.11.2026 | V1.2

Job title	Internal Sales Executive
Department	Sales
Reports to	Sales Manager
Responsible for	N/A

JOB SUMMARY

To be the main point of contact for our small and medium-sized accounts, growing orders and revenue across a portfolio of 30 to 40 customers and managing their pipeline of deals, working from our Cranleigh office.

KEY ACTIVITIES & RESPONSIBILITIES

- Act as the main point of contact for 30 to 40 small and medium-sized accounts, managing them by phone, email and Teams, with occasional face-to-face meetings
- Grow orders and revenue in every managed account
- Cross-sell and upsell our full range of roof vents, roof extract fan sets and smoke control dampers to win a larger share of wallet
- Manage the pipeline of deals for managed accounts and standard projects: follow up every quote, move deals through each stage and convert them to orders
- Take incoming sales calls and help customers choose the right product for their application
- Support Sales Support with customer queries and questions coming into the business
- Work with the estimating team to scope enquiries and get accurate quotes back to customers within 24 hours
- Keep every account, contact, deal and activity up to date in HubSpot
- Forecast orders for managed accounts and standard projects, and report progress to the Sales Manager
- Identify Gateway 2 projects in managed accounts and hand them to the Key Account Manager
- Build product and technical knowledge through training and coaching from the Sales Manager and wider team

KPIS / SUCCESS CRITERIA

- Order and revenue growth against target across managed accounts
- Share of wallet: number of managed accounts buying more than one product category
- Quote-to-order conversion on the managed pipeline
- All quotes followed up within agreed timescales
- Forecast accuracy for managed accounts and standard projects
- HubSpot records complete and up to date

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PERSON SPECIFICATION

- Some sales experience, ideally business to business; industry experience not required
- Keen to learn and develop, and open to coaching and feedback
- Target driven and motivated by growing accounts
- Confident, friendly and professional on the phone and on Teams
- Happy to learn our products well enough to advise customers on the right solution
- Persistent with follow-up, and reliable in following through on promises
- Well organised and able to prioritise across a portfolio of 30 to 40 accounts
- Comfortable with MS Office and CRM systems; HubSpot experience desirable
- Full UK driving licence