



## Service Contracts Sales Executive

LOCATION: Ely, Cambridgeshire  
SALARY: Competitive + OTE

*An empty treadmill isn't compelling, but once someone steps on it, the stories are limitless. Our goal is to connect people emotionally to their fitness journey. We are a global team coming from different cultures and backgrounds with a shared passion to achieve and live our mission of empowering the world to work out, creating healthier lives together.*

*Over the past 50 years we have built partnerships across the UK to deliver the industry's widest range of premium cardio, strength and group training products to create unique fitness solutions for both facilities and exercises. Elevating our partnerships further by adding value through inspiration, education and co-creation.*

*Inspire. Innovate. Make an impact! Join our team!*

### JOB OVERVIEW

Life Fitness is the global leader in creating premium fitness solutions and experiences, inspiring people to work out, creating healthier lives together. We are looking for a dynamic Service Contracts Sales Executive to join our UK team and play a vital role in the success of Life Fitness UK.

The key responsibility of this role is to actively build and maintain existing Customer relationships by dealing directly with them at various touchpoints throughout their contract lifecycle, with a focus on securing sales and renewals of Life Fitness service contracts. You must be able to remain upbeat, with the personal tenacity to maintain momentum when sales speed is difficult.

To be successful, you should have a persuasive attitude, excellent customer relationship skills, and a passion for sales. Ultimately, a top-class Service Contracts Sales Executive is able to drive business performance by delivering a best-in-class customer experience.

### SPECIFIC ACCOUNTABILITIES

#### People Focussed

- Work collaboratively as part of a cross-functional team with Sales, Service and Supply Chain to drive best in class experience throughout the lifecycle of their contract and enhance customer retention
- Work collaboratively with the sales team to refer leads when the customer has a need for new equipment



- Work closely with wider teams to ensure new contract information is entered into our database accurately
- To provide accurate data on preventative maintenance servicing to Scheduling team and technician

### Customer Centric

- Provide service contract quotes direct to customer or to internal customers (sales) and ensure proposal log is maintained accurately
- Respond to customer queries swiftly and accurately, taking appropriate action as required, working closely with the Support and Sales teams
- Contacting customers at key touchpoints throughout their contract journey
- Writing and presenting customer reports that demonstrate our performance and response times in line with their SLA's.
- Manage administration of the contract renewal process, proactively contacting, advising on options and quoting customers in advance of expiry dates.
- Embodying our customer focus priorities, you will truly understand your customer and will identify any further products or solutions that would elevate their customer experience
- Act as an effective channel of information and provide support to internal customers in all matters regarding customer contracts
- Maintaining your knowledge of our products and services to deliver an excellent customer experience creating opportunities and making us the partner of choice.

### Performance Driven

- Responsible for generating your own leads, primarily through cold calling; contributing to team KPI's and the Service Contracts sales target
- Ensure customers who require a monthly/quarterly/annual invoice are raised and billed accordingly
- Use of initiative to identify and follow up opportunities with companies who are not already on the existing service customer database
- To provide revenue forecasting information on new and renewal contracts
- Ensure systems (including CRM) are maintained accurately and up to date for continuity, customer insight and ease of access to key information
- Responsibility for managing recurring tasks & updating spreadsheets including Direct Debits
- Identifying emerging issues from retention conversations with customers, establishing trends and patterns and escalating to relevant stakeholders as appropriate
- Reporting failures on customers SLAs to the Support team to address
- Achieve a monthly retention target, track reasons for cancellation and obtain customer feedback for future product / service improvements
- Support and devise new campaign initiatives to drive new service acquisitions (working with marketing and sales where appropriate)

### SKILLS & ABILITIES

*LifeFitness*



- An enthusiastic, target driven, passionate, and highly motivated person who demonstrates professionalism and a positive can-do attitude.
- Be able to use initiative and enjoy working in a busy and challenging environment
- Working within a customer focused sales environment in a proactive telemarketing role
- Ability to persuade, influence and negotiate effectively at all levels
- Shows resilience and tenacity everyday while delivering industry leading customer service
- Experience of Salesforce or another CRM system would be desirable but not essential as training can be given
- Excellent communication and interpersonal skills, with the ability to build rapport and establish relationships with customers over the phone
- Strong organizational and time management skills to handle multiple tasks and deadlines effectively and achieving KPIs

## PERSONAL ATTRIBUTES

Teammaker

Passion for sales

Self-starter

Results driven

Willing to go the extra mile

Resilient

## ADDITIONAL COMMENTS

You'll be working in an inspirational and active environment empowering everyone to work-out, but also work hard to push themselves to achieve ambitious goals. We offer a challenging position in a dynamic and supportive environment, competitive compensation, and a great work atmosphere!

If you are confident that you are the person we are looking for, please send your covering letter and CV directly to [uk.careers@lifefitness.com](mailto:uk.careers@lifefitness.com) !

*LifeFitness*