

Overview

Please find enclosed within this document the following information :-

- ü Timescales
- ü Web Links
- ü Job Specification

Timescales

- ü In order to move swiftly through the pre-selection process Axiom would ask you to respond by phone on 07979 65 30 50 (Matthew Nickson) before 10.00am on Monday 6th March 2006, indicating if you are keen to proceed to a first interview stage. Feel free to call with any questions between receipt of this document and Monday, at any time. We will be pleased to hear from you.
- ü First interviews will commence on the 8th March 2006 at our offices, if for any reason you can not attend on that date please let us know and we can re-arrange another meeting.
- ü Second interviews will commence on the 15th March 2006 at our offices. You will be advised via email or a phone call on the 10th March 2006 if you have reached the second interview stage.
- ü We will reach a decision by no later than 27th March 2006.

Web Links

In order to provide some company back ground information please follow the links below :-

Case Studies	http://www.axiomgb.com/CaseStudyPage.html
Data Sheets	http://www.axiomgb.com/ProductsPage.html
Movies	http://www.axiomgb.com/MoviePage.html
Contact Information	http://www.axiomgb.com/Contact.html
Location Map	http://www.axiomgb.com/Map.html

Project			
File Name	Y:\Admin\Directors\Salesman\Sales Position.doc		
Date Created	Created on 27/02/2006 10:29:00	Page	Page 1 of 3
Time	12:58:50 PM		

Sales Position

Axiom

We are a UK based, privately owned company. Specialising in automation/materials handling/software and systems integration, our current area's of activity include (but are not limited to) :-

- ü Warehouse and distribution centres.
- ü Manufacturing facilities, mainly automotive.
- ü Media handling systems.

We have a small handful of standard products, labelling machines, sortation systems, conveyors etc that we prefer to sell to potential customers. However, Axiom's ethos is to capture customers requirements and provide a solution that best fits those requirements, based on using our own, or our partners equipment, if that equipment does not exist we will design and manufacture accordingly. We don't attempt to steer customers to a "standard catalogue solution" as this often limits the scope of the project.

Axiom's goal is to increase new business. We have a good customer base and are comfortable with the level of repeat/new business we achieve.

We use a combination of website based enquiries, word of mouth and telemarketing driven leads to encourage new business. We receive somewhere in the region of 10 new leads per month where customers are evaluating systems that Axiom can be involved with, these leads are pre-qualified.

We operate out of offices in Tamworth. We make use of local and international partners for procurement of products and services that form part of our projects, however, all of the intellectual property is owned and produced by Axiom's engineers.

The company is very much geared around a team of excellent technically minded people, who take pride in the equipment and systems they produce. We are passionate about what we do.

The Position

In order to expand Axiom is looking for a technical sales professional who will complement our current team, the role will be to improve our current level of new business.

The position is open to anyone with suitable multilevel sales skills, we do not want to limit the position to an automation sales role. A typical project could result in sales of :

- ü Warehouse related software systems, R/F based W/M solutions, picking systems, cross docking systems etc.
- ü Conveyor systems.
- ü Sortation systems.
- ü Specialised labelling systems.
- ü Bespoke mechanical handling systems.

The suitable candidate will have the skills to capture and identify solutions across all of the company skill sets (balancing the work load into the business is quite important). Typically you will be responsible for :

Project			
File Name	Y:\Admin\Directors\Salesman\Sales Position.doc		
Date Created	Created on 27/02/2006 10:29:00	Page	Page 2 of 3
Time	12:58:50 PM		

- ü Creating new sales leads and qualifying them through to project evaluation, short term and long term.
- ü Visiting new customers and capturing their requirements.
- ü Producing stage one quotation material, sales specifications, project costs etc.
- ü Working with our technical teams (at director level) to produce detail quotations and system sales specifications.
- ü Carrying out mail shots as they are required.
- ü Working on marketing material, website material and presentation material. Expanding our brochure and sales documentation.

You will have the full support of the company and all of our resources to win new business.

We feel that the ideal person should possess some, if not all of the following skills :

- ü Be comfortable working with a small team of dedicated engineers.
- ü Have the ability to carry out their role with little direction and control from the company.
- ü Be confident to deal with a large cross section of product types and solutions.
- ü Have an understanding of I/T systems, Word, Excel, PowerPoint etc.
- ü Have a dynamic approach to selling, i.e. selling blank sheets of paper (concepts) not from a catalogue.

The Package

We know it takes time to fill the sales pipeline so there will be an initial period of three months where the company determines the suitability of you, i.e. can we work together. During this time we will expect you to demonstrate your potential and ability based on the criteria detailed above. We would expect to see new business filtering through within the first six months of joining the company.

The company is offering a basic salary of £30k per annum. We will offer an OTE scheme, this scheme will commence providing you complete your probationary three month period, the scheme will commence six months after joining the company, or from the point of the first order placed with Axiom as a result of your efforts, whichever is the sooner.

Sales Order Level

OTE

£200k
£400k
£600k+

£10,000.00 (in addition to the basic salary).
£10,000.00 (in addition to the above).
£10,000.00 (in addition to the above).

Assuming sales of £600k in the first year the company will pay £30,000.00 basic salary + £30,000 OTE. Axiom has lease agreements with Jaguar and VW, typically we would offer one of the following company vehicles (although this open for discussion, providing costs do not escalate) :

Jaguar X Type 2.0D or VW Passat 2.0D

Axiom will be responsible for paying fuel, maintenance, road tax and insurance. You will be taxed appropriately against the vehicle.

The company will issue you with a mobile phone and laptop in order to provide you with the tools to perform your day to day operations.

Pensions will be discussed and agreements made to both parties satisfaction.

Project			
File Name	Y:\Admin\Directors\Salesman\Sales Position.doc		
Date Created	Created on 27/02/2006 10:29:00	Page	Page 3 of 3
Time	12:58:50 PM		