

# A Day in the Life of our...

## Sales Operations Manager

Our growing team of product experts and sales managers maintain a commitment to providing an exceptional service regardless of the complexity of the project in hand. Our Sales Operations Manager provides a seamless link between our external sales representatives and our in-house expertise. Here, Sylvia Roberts explains how her role helps us to maintain momentum on even the most complex of projects.



**Sylvia Roberts**  
Sales Operations Manager

**“My experience of the whole supply chain from purchasing to sales can be hugely beneficial to the customer.”**

### Which business areas do you come into contact with?

“One of my main duties has been a general experience exchange with the customer prior to the specification stage, to ensure their needs are met in the best way possible.

“Whereas the majority of our staff might spend most of their day in a customer-facing capacity, my role is quite different in that I tend to provide the link between different departments internally.

Working so closely with our sales team means I have a strong base of knowledge on the latest industry developments such as changes to legislation, sector-specific trends, and best practice when it comes to installation, commissioning and servicing procedures.

This means that more often than not, I can offer support which is completely relevant to the task at hand.

### What major targets or objectives are you currently working towards?

“My objectives tend to be quality and customer driven. At present, one of my main objectives is the successful introduction of a new customer relationship management (CRM) system, which will make the way we manage customer queries and responses much more efficient.

“Away from the CRM system, I am constantly looking for ways in which we can improve our internal processes. As a global business, there is plenty of scope for us to share best practice, and develop the service we offer in support of our products.

### What are your main challenges?

“The broad and varied nature of our product range means I often have multiple department heads in need of assistance at the same time.

This brings its own set of challenges, but we’re all of opinion that by communicating thoroughly between departments, we can overcome any hurdles for the benefit of our customers”.



**“As a global business, there is plenty of scope for us to share best practice, and develop the service we offer in support of our products. It is certainly exciting to be so involved in such a forward-thinking and growing organisation.”**



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