

# Lawrence & Hanson

A Sonepar Company

## SALES & MANAGEMENT TRAINEESHIPS

**We Know**

**Electrical!**





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**Electrical!**

Lawrence & Hanson (L&H) is Australia's most recognised electrical wholesaler with a strong heritage and over 150 branches and 1100+ staff across all States & Territories. We sell to electricians and industry. Our customer can be a solo electrician or a multi-national mining, oil or gas company and everything in between.

"We Know Electrical" and strive to be the wholesaler of choice for knowledge, customer service, digital business solutions, consistent pricing and stock availability.

Our branches have between 4 and 20 staff. Our people are genuine, and our branch teams have a strong work-family ethos. We work hard, have fun and succeed together.

We enjoy interacting with customers and sell a wide range of products – from electrical equipment such as life-saving smoke alarms to energy efficient turnkey lighting solutions through our specialist business, Specialised Lighting Solutions and copper, fibre & wireless premise network cabling products through our specialist business, Pacific Datacom.





# OUR PEOPLE MAKE THE DIFFERENCE

At Lawrence & Hanson, we strongly believe Our People Make the Difference.

Our 1100+ employees receive ongoing training to provide great service to our customers. Customers are at the centre of everything we do. With this in mind, we prepare our people to adapt, be daring, learn and (self) improve. We promote fair & individual career development and ensure that the right people are assigned to the right role.

***“WE INVEST IN OUR PEOPLE TO  
ENSURE WE DELIVER GREAT SERVICE”***





# LEARNING AT LAWRENCE & HANSON



**70%**

## ON-THE-JOB EXPERIENCE

- Experience different businesses & managers
- On the job training
- Become the “go-to” person for a particular product, brand or subject
- Receive one-on-one coaching from others
- Complete onboarding tasks as per HROnboard (our onboarding software program)



**20%**

## INFORMAL LEARNING

- Mentoring
- Coaching
- Job Shadowing
- Internet
- Intranet



**10%**

## FORMAL LEARNING

- Online Learning
  - Sonepeople
  - LinkedIn Learning
- Attend workshops; webinars; supplier training sessions
- Accredited Training



# SALES TRAINEESHIP

		QUARTER 1 & 2	QUARTER 3 & 4
ROTATION	Virtual Induction	Rotation 1	Rotation 2 & 3
ROLE	Overview of all roles	Warehouse & Inventory	Customer Service & Sales
PURPOSE	<b>Understand:</b> <ul style="list-style-type: none"> <li>• Who we are</li> <li>• What we do</li> <li>• How we do things</li> <li>• Who we work with</li> <li>• How to engage with colleagues</li> </ul>	<b>Understand the importance of:</b> <ul style="list-style-type: none"> <li>• Safely handling stock inwards/outwards</li> <li>• Warehouse efficiencies</li> <li>• Merchandising</li> <li>• Branch appearance</li> <li>• Customer service</li> <li>• Inventory Management</li> </ul>	<b>Understand how to:</b> Provide our customers with the products they require at the time they need them & at a competitive price that delivers a profit to us.
SUPPLIER TRAINING	Sparky Plus Program	Olex Schneider	NHP Hager Philips Clevertronics Gerards
PROFESSIONAL DEVELOPMENT		Onboarding Profitability	Customer Service & Sales
		<b>OPTIONAL - UNDERTAKE CERTIFICATE III OR CERTIFICATE IV IN BUSINESS</b>	
SPECIAL PROJECTS		Warehouse efficiency	Customer Reactivation Program/Sales Up Program
REVIEWS		Check-in with Regional Manager & L&D Manager	Check-in with Regional Manager & L&D Manager
CAREER OPTIONS			
1-2 YEARS	Store/Sales, Customer Service & Sales		
2-3 YEARS	Warehouse Role (Distribution Centre or Large Branch), Customer Service & Sales		
3-5 YEARS	Supervisor (Distribution Centre), Assistant Branch Manager		



# MANAGEMENT TRAINEESHIP

		QUARTER 1	QUARTER 2 & QUARTER 3	QUARTER 4
ROTATION	Virtual Induction	Rotation 1	Rotation 2 & 3	Rotation 4
ROLE	Overview of all roles	Warehouse & Inventory	Customer Service & Sales	Assistant Branch Manager
PURPOSE	<b>Understand:</b> <ul style="list-style-type: none"> <li>• Who we are</li> <li>• What we do</li> <li>• How we do things</li> <li>• Who we work with</li> <li>• How to engage with colleagues</li> </ul>	<b>Understand the importance of:</b> <ul style="list-style-type: none"> <li>• Safely handling stock inwards/ outwards</li> <li>• Warehouse efficiencies</li> <li>• Merchandising</li> <li>• Branch appearance</li> <li>• Customer service</li> <li>• Inventory Management</li> </ul>	<b>Understand how to:</b> Provide our customers with the products they require at the time they need them & at a competitive price that delivers a profit to us.	<b>Understand the role of an ABM to:</b> <ul style="list-style-type: none"> <li>• Help grow sales &amp; margin</li> <li>• Effectively develop people management skills</li> <li>• Gain a full understanding of branch operations</li> </ul>
SUPPLIER TRAINING	Sparky Plus Program	Olex Schneider	NHP Hager Philips Clevertronics Gerards	HPM Matchmaster
PROFESSIONAL DEVELOPMENT		Onboarding Profitability	Customer Service & Sales	Business Acumen People Management
		OPTIONAL - UNDERTAKE CERT IV IN BUSINESS OR DIPLOMA OF LEADERSHIP & MANAGEMENT		
SPECIAL PROJECTS		Product Knowledge Tool Development	Customer Reactivation Program/Sales Up Program	eBusiness Project Customer Pricing
REVIEWS		End of Rotation Review with HR & Regional Manager	6 Monthly Review with HR & Regional Manager	End of Program Review with HR & Regional Manager
CAREER OPTIONS				
1-2 YEARS	Customer Service & Sales			
2-3 YEARS	Customer Service & Sales (Projects or Large Branch), Assistant Branch Manager			
3-5 YEARS	Assistant Branch Manager (Mid-Large Branch), Sales Representative			

# TRAINING WITH A BRANCH TEAM

You'll learn all the key tasks in our branches as you work alongside the entire team.



**OCCUPATIONAL, HEALTH & SAFETY**



**STOCKING & MERCHANDISING**



**SALES & CUSTOMER SERVICE**



**WAREHOUSE OPERATIONS**



**PICK, PACK & LOGISTICS**

# OUR JOB ROLES

## STOREPERSON

- Accurately picking, packing and dispatching of all customer orders.
- Receiving stock and ensuring its checked against delivery advice, receipted and stored correctly.
- Completing inventory, cyclic counts and participating in stocktakes.
- Conducting a daily forklift safety check in accordance with guidelines and operating a forklift (if applicable)
- Ensuring that the branch housekeeping is maintained at the highest possible standards.
- Loading and delivering stock to customers (if applicable).
- Adhering to Health & Safety practices and ensuring that L&H is at all times, a safe working environment.

## CUSTOMER SERVICE & SALES

- Interacting with customers via phone, email, in person, or via social media.
- Handling customer enquiries, including complaints, providing appropriate solutions, administering alternatives within the time constraints and following up to ensure a resolution.
- Calling existing and inactive customers to promote company and branch initiatives to grow sales.
- Presenting myself and the business in a professional manner, including branch merchandising and cleaning.
- Adhering to Health & Safety practices to ensure self and other branch staff are working in safe conditions & the environment is safe for customers/visitors.

## ASSISTANT BRANCH MANAGER

- Assisting the Branch Manager to meet branch results across revenue, customer service, operational excellence and productivity targets.
- Utilising the BI Tool to help manage branch operations and ensure profitability.
- Meeting and exceeding sales goals by working with customers to build relationships by understanding their needs, and recommending the best products, services and solutions to meet those needs.
- Providing information, support, feedback, coaching and development to enable branch staff to perform to their maximum potential.
- Driving a Health and Safety culture and ensuring all team members work safely in adherence to Health & Safety practices.

## SALES REPRESENTATIVE

- Maintaining working relationships with new and existing clients to ensure exceptional service and identification of potential new sales opportunities.
- Identifying appropriate prospects, setting appointments, making effective qualifying sales calls, and managing sales cycle to close new business in all service categories offered.
- Visiting customers and potential customers to evaluate their needs to promote our products and services.
- Seeking out new methods or strategies to enhance company profitability.
- Driving a Health and Safety culture and ensuring all team members work safely in adherence to Health & Safety practices.

## BRANCH MANAGER

- Visiting existing and new customers to understand their business needs, determining new solutions and ways to expand their product mix.
- Ensuring that quotes are responded to promptly, orders are processed quickly and accurately, back orders are followed up and that customers are kept up to date on the status of their orders.
- Implementing initiatives to enhance the customer experience and expand our customer base.
- Managing Branch staff and communicating effectively with internal stakeholders.
- Networking with Industry, Customers and Suppliers to improve the presence and reputation of the branch and company.
- Driving a Health and Safety culture and ensuring all team members work safely in adherence to Health & Safety practices.



# RECRUITMENT PROCESS

## APPLICATION SUBMITTED ONLINE

Receipt of your online application

## TELEPHONE SCREENING

Our Talent Acquisition Team will call you to discuss your experience, salary expectations and motivations (5-10 minutes)

## FIRST INTERVIEW

Your first interview is with a Branch Manager. This is a two-way interview process – so whilst we have some questions we'll be asking you, we will also give you the opportunity to ask any questions you might have about the role, our team and company so you can best decide if this is right for you

## SECOND INTERVIEW

This is another opportunity to ask any further questions you may have

## REFERENCE CHECKS

We request your permission to speak with 2 of your previous managers or other relevant referees

## OFFER AND CONTRACT

We will call you with a verbal offer and then send you a contract online



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***Electrical!***

## CONTACT

Level 2, 1 Chapel Street  
Blackburn, VIC. 3130

**T** (03) 9243 3555

**W** [www.lh.com.au](http://www.lh.com.au)

CONNECT WITH US

