

*https://hmt-uk.org/job/customer-experience-and-sales-advisor/*

# Sales Advisor

**Hiring organization**
Healthcare Management Trust

**Employment Type**
Full-time

**Duration of employment**
Permanent

**Industry**
Healthcare

**Job Location**
Navigator's Point, DH1 5TW, Durham

**Working Hours**
Rota-based shifts across Contact Centre operating hours of 8.00am to 7.00pm, Monday to Friday, with Saturday mornings as required in line with service demand.

**Base Salary**
£ 25,057

**Date posted**
October 27, 2026

**Valid through**
15.11.2026

## Description

**If you know how to turn a warm enquiry into a positive outcome, build trust quickly over the phone and confidently ask for the sale, this could be the role for you!**

**At the Healthcare Management Trust, we put our patients, residents and people at the heart of what we do.**

We are ambitious about doing things differently, passionate about improving health and social care and committed to creating positive experiences and outcomes. As a charitable organisation, our work also enables us to give back to the people and communities we serve.

HMT is looking for Sales Advisors to join our Customer Experience Team, based in Belmont in Durham; helping people considering private healthcare take their next step with confidence. This is a **target-led sales role** where you will take ownership of your own pipeline, convert qualified Self-Pay enquiries into confirmed appointments and bookings, and make a measurable contribution to HMT's growth.

**You will be commercially focused and motivated to achieve, but you will never lose sight of the person behind the enquiry.**

### Working pattern

Rota-based shifts across Contact Centre operating hours of 8.00am to 7.00pm, Monday to Friday, with Saturday mornings as required in line with service demand.

### What you'll be doing

From the first conversation through to confirmed booking, **you'll own the opportunity.**

- Convert Self-Pay enquiries into confirmed appointments and bookings across HMT hospitals.
- Take ownership of your personal sales pipeline from initial enquiry through qualification, quotation, objection handling, follow-up and close.
- Understand what matters to each prospective patient and communicate HMT services, approved prices, booking terms and funding requirements clearly.
- Handle objections professionally, ask for the booking and follow up warm opportunities with purpose and discipline.
- Work with hospital teams, consultants and booking colleagues to overcome barriers, retaining commercial ownership until handover is confirmed.
- Maintain accurate notes, booking and payment records that meet HMT quality, audit and secure-payment standards, utilising applicable HMT

systems.
- Understand your own results, address conversion gaps and maintain current sales, service and funding knowledge through coaching and development.
- Work within clear ethical, clinical and information-governance boundaries, escalating clinical questions, complaints, safeguarding concerns or uncertain information appropriately.

You'll have clear individual sales goals and be accountable for delivering high-quality results:

**Confirmed bookings**
**Enquiry-to-booking conversion**

**Attributable revenue**
**Effective follow-up**

**Booking and record accuracy**
**Sales quality and compliance**

**The role includes a basic salary plus performance-related pay, subject to the approved incentive scheme and its minimum quality requirements.**

*How you achieve your results matters just as much as the results themselves.*

### You'll probably love this role if..

- You get satisfaction from turning a promising conversation into a definite 'yes, let's book it'.
- You are commercially minded, comfortable working towards targets and confident talking about your individual performance.
- You know the difference between being persistent and being pushy.
- You can handle objections, follow up consistently and keep going when the answer is not immediately yes.
- You are organised enough to manage a busy pipeline without letting opportunities disappear.
- You are motivated by achieving excellent sales results while doing the right thing for the person you are speaking to.

### What you'll bring

We are looking for someone with demonstrable experience in a **target-led telephone, contact centre or consultative sales environment.**

- Experience converting leads into confirmed sales.
- Evidence of achieving individual sales, conversion or revenue targets while meeting quality and compliance standards.
- Strong questioning, qualification, presentation and objection-handling skills.
- Experience managing a personal pipeline, structured outbound follow-up and clear lost-sale reasons.
- Good numerical awareness and the ability to explain target attainment, conversion rates and pipeline performance.
- Confidence using CRM systems and Microsoft 365, with the ability to learn patient administration systems.
- Excellent attention to detail and the ability to maintain booking and data accuracy at pace.

- GCSE English and Mathematics, or equivalent.
- A strong commitment to ethical, accurate and compliant selling.

**Job Benefits**
**Why join HMT?**

At Healthcare Management Trust, our purpose is to make every contact count by delivering the very best experience and outcomes for our patients and residents.

Our values are at the heart of everything we do:

- Caring
- Enterprising
- Resourceful
- Authentic
- Accountable

You'll join a supportive organisation where innovation is encouraged, collaboration is valued and your work will have a direct impact on improving patient care.

HMT's benefits include:

- 27 Days annual leave (plus bank holidays)
- Enhance Maternity Leave
- Cycle to Work Scheme
- Private Medical Insurance
- Wellbeing Services
- Long Service Recognition