

Regional Sales Manager

This would be a fantastic opportunity for a Regional Sales Manager who is looking to develop a career in a small family company.

The company, privately owned, has been successfully operating for 40 years in the heart of Hitchin. We design, manufacture and sell process instrumentation for Hazardous Areas all over the world. We offer a flexible and friendly environment for our employees to develop:

- We encourage career progression and will financially support professional accreditation;
- External training will be provided when needed.

Role:

Reporting to the Sales Director, your main objective will be to maximise the sales revenue in your assigned area. Your main duties will include:

- Present and demonstrate our products to our customer base who are experts in their field;
- Provide product updates and introduce BEKA to new customers by means of visits, demonstrations presentations, telephone or email;
- Maintain personal contact with existing and new customers;
- Vigorously pursue quotations, sales leads, advertising responses and other product enquiries;
- Identify new prospects via customer liaison, industrial estate visits and other avenues of research;
- Maintain regular contact with the BEKA sales office, including weekly synchronisation of customer database;
- Record details of visits, sales opportunities and other relevant information on the customer database and maintaining these records in good order;
- Regular reporting of sales activities, market trends and competitor information;
- Contributing ideas and feedback to the product development strategy;
- Keeping abreast of Intrinsic Safety and other technical fields relevant to the promotion of BEKA products.

You will also actively contribute to our marketing strategy and promotion of the BEKA brand:

- Co-ordinate with the Sales director any marketing communication activities considered or requested (publicity, use of social media, e-cast);
- Organise and take charge of exhibitions stand both local and overseas;
- Manage all activities within an agreed budget.

Key Requirements:

- Have confident and proactive sales techniques, with good communication and interpersonal skills;
- Experience in selling process instrumentation or similar products;
- Be able to work on your own effectively and efficiently at your home office, and also as part of a team, willing to support and deputise for colleagues where demand requires;
- Be a wise investor of time and money, consolidating appointments geographically and stay locally as necessary, to maximise potential and minimise expenses;
- Extensive travelling will be required (50-100 days per year);
- Experience in using social media to promote business activities.

Desired but Non Essential Requirements:

- Good understanding of application requirements for use of certified equipment in potentially explosive atmospheres;
- Sales Channel Management Experience.

Location:

Hybrid Working between home office and Hitchin, Hertfordshire with a minimum of 2 days per week in the office initially.

Remuneration:

- This a permanent full time job with a salary that will depend upon experience and profile.

Other Benefits:

- Company Car or Car Allowance;
- BEKA operates a company funded private medical insurance scheme;
- Pension contribution;
- Death-in-service benefit;
- All statutory Bank Holidays plus 22 days annual leave;
- On-site large private car park;
- A few minutes walk from Hitchin town centre;
- Financial support to relocation will be offered if outside a commutable area.

If you are interested in this position, please send your current CV together with a covering letter to recruitment@beka.co.uk