

Job Description: Experienced Salesperson - Industrial Machinery (B2B)

Role Profile for Business-to-Business Industrial Machinery Sales

Position Overview

We are seeking an experienced and dynamic Salesperson, as a contractor, specialising in the business-to-business (B2B) sale of industrial machinery. The successful candidate will be almost entirely focused on driving sales; responsible for managing inbound leads generated by the company. In addition, to identify new business opportunities, managing existing client relationships, and driving revenue growth. This role requires a deep understanding of industrial machinery, the ability to tailor solutions to client needs, and a proven track record in B2B sales. Our appointed Sales contractor does not necessarily need to reside in the UK, he/she will need to be bilingual and even if English is not their native language, the person needs to be extremely proficient in spoken and written English, and to be able to travel extensively in the UK, Europe and West Asia. This is a remote appointment and very few days in the UK office are required. We would offer an initial contract for a minimum period of 3 years subject to a 6-month initial review.

Key Responsibilities

- Develop and maintain a robust sales pipeline through nurturing company provided leads, cold calling, networking, and attending relevant industry events and exhibitions.
- Identify and engage prospective business clients within target industries, including manufacturing, education, hospitality, design and R&D.
- Conduct thorough needs assessments to recommend appropriate machinery solutions tailored to each client's operational requirements.
- Prepare and deliver compelling sales presentations, product demonstrations, and technical proposals to decision-makers and stakeholders.
- Negotiate terms of sale, including pricing, delivery schedules, and after-sales support, ensuring mutually beneficial agreements.
- Manage and nurture long-term relationships to maximise customer satisfaction.
- Collaborate with technical and engineering teams to ensure seamless implementation and commissioning of machinery at client sites.
- Monitor market trends, competitors, and technological advancements to inform sales strategies and maintain a competitive edge.
- Achieve and exceed individual sales targets as set by the management.
- Maintain accurate records of sales activities, customer interactions, and pipeline status using CRM systems.
- Self-manage all aspects of travel and accommodation required to perform the role.

Essential Skills and Qualifications

- Proven experience (typically 3+ years) in B2B sales, preferably within the industrial machinery or capital equipment sector.
- Strong technical acumen and ability to understand and communicate complex machinery specifications and benefits.
- Excellent communication, negotiation, and presentation skills.
- Demonstrated ability to build and sustain relationships with business clients at all organisational levels.
- Self-motivated, target-driven, and able to work independently as well as part of a team.
- Proficiency with CRM software and Microsoft Office 365.
- Full, clean driving licence and willingness to travel as required.
- Fluency in a second language which must include English.

Desirable Attributes

- Degree or diploma in Engineering, Business, or a related field.
- Experience with international sales or multi-site industrial clients.
- Familiarity with the plastics industry sector, including key processes.
- Knowledge of industry regulations and health & safety standards.

Remuneration and Benefits

- Competitive and location-based retainer plus uncapped commission structure.
- Authorised mileage allowance, out of pocket expenses, business mobile phone, and laptop.
- Pension scheme, negotiable.
- Potential annual OTE of €100,000+

How to Apply

Interested candidates are invited to submit a CV. The format for outlining their relevant experience and suitability for the role, should be in English in the form of a short audio-video, instead of the usual covering letter. Applications should be sent by email only to recruitment@formech.com by the 30th November.