

Sales Executive Vacancy

Sales Executive - Portable Blast Equipment and Coating The Netherlands and Flanders

The Company:

For 70 years Elcometer has been a world leader in the design, manufacture and supply of inspection equipment to the coatings industry. Ever since the first Elcometer gauge was manufactured in 1947, our philosophy has been to provide “best in class” design, quality and service at a competitive price. By concentrating on these core values, Elcometer has grown into a global network with representation in over 70 countries and offices in 9 countries.

To continue their profitable sales growth in the Benelux region, Elcometer are looking to appoint a Sales Executive in their Dutch sales office (Utrecht). The successful candidate will report to the Sales Manager in Benelux, who is responsible for developing and managing sales across the Benelux region.

Key Purpose of the Role:

To develop the sales of Elcometer portable blast equipment, coating, concrete, metal detection and NDT products, in the Netherlands and Flanders, whilst providing first class customer service and support to its' growing number of customers.

Key Responsibilities:

- Responsible for the development of sales of portable blast equipment, coating, concrete, metal detection and NDT products to customers in the Netherlands and Flanders.
- Key sales responsibilities will include:
 - Development and maintenance of effective relationships with all accounts to ensure achievement of sales objectives.
 - Demonstration of product range to new and existing customers.
 - Visiting customers pro-actively in The Netherlands and Flanders - three days per week.
 - Set sales goals to exploit new opportunities to grow within existing markets and to penetrate new markets.
 - Managing customer enquiries, supplying and proactively chase quotes using our CRM system.
 - Reporting back on appointments, opportunities and sales developments using CRM system.
- Key marketing responsibilities will include:
 - Market research to identify new industry / customer opportunities and assess whether Elcometer products are maintaining a competitive advantage in the market place.
 - Develop outbound mail shots and telemarketing operations.
 - Attend trade fairs when required in the Benelux region.

Key Tasks:

- Provision of first class customer service relating to new orders, repairs and certification service.
- To handle both incoming sales calls and make outgoing sales calls to achieve personal and team sales targets / KPI's (30% inbound v 70% outbound).
- To close sales using a consultative approach, that advises customers on the range of products available to them.
- To provide impartial advice to ensure that customers purchase the right product, to support long term relationship building.
- To operate within vertical markets, achieving sales goals, promoting growth within existing markets and penetrating new markets.
- To manage, develop and grow the sales pipeline of prospects, through a combination of establishing new business, re-energising dormant accounts and developing an existing customer base.

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Key Performance Indicators:

- Number of meetings in the field with prospects – minimum of 6 per week.
- Number of demonstrations conducted – minimum of 6 per week.
- Conversion % of demonstrations / meetings on ongoing basis – more than 60%.
- Conversion % of quotations – more than 60%.
- Sales revenue attainment to support achievement of annual budget.
- Accurate and timely reporting via CRM of activity.
- Developing customer prospect database.
- Appropriate use of time and organisation / planning.

Person Specification:

Essential:

- Experience of selling blasting equipment and consumables.
- Good technical knowledge of blasting equipment, abrasives and blasting processes.
- Quantifiable track record of both customer management and new business development.
- Strong telesales skills.
- Ability to sell technical products in person and over the telephone.
- Self-motivated, confident and personable.
- Good team player, who can show initiative and adapt quickly.
- IT Literate – Outlook, PowerPoint, Excel and CRM systems.
- Excellent verbal and written communication skills.
- Languages: Dutch and English.

Desirable:

- Educated to MBO+ level or equivalent.
- Technical sales background.
- Previous experience in sales / service blasting equipment and consumables visits.

Other:

- Office located in Utrecht, Netherlands.
- Must live within commutable distance of Utrecht.
- Full time employment - 38 hours per week.
- Remuneration – Competitive.
- Quarterly bonus scheme applicable.

Contact:

Please contact Elcometer BV for more information via nl_info@elcometer.com or via telephone at 030 259 1818.