

Sales Executive for Automotive Batteries

Responsibilities:

Sales Development:

Identify and approach potential customers, including battery specialists, motor factors, workshops, retailers, and other automotive resellers.

Build and maintain strong relationships with existing and new customers to ensure continued business growth.

Field Work:

Visit customers daily to understand their needs, introduce products, and drive sales.

Represent the company professionally during all in-person interactions.

Sales Target Achievement:

Meet or exceed predefined sales targets within the assigned region.

Work closely with the management team to develop and execute sales strategies tailored to regional dynamics.

Reporting:

Prepare regular sales and activity reports detailing customer feedback, market trends, and performance metrics.

Provide insights to improve product positioning and customer engagement.

Collaboration:

Coordinate with the HQ in Cardiff and the Leeds operation to ensure seamless customer service and logistics.

Market Insights:

Stay informed about industry trends, competitor activities, and market dynamics to identify opportunities for growth.

Requirements:

Proven experience in automotive aftermarket sales, preferably in automotive batteries with an established customer portfolio in Northern England and the Midlands. 5 to 10 Years experience in Automotive Aftermarket in the designated area is desirable.

Strong understanding of the automotive distribution network and regional market dynamics.

Excellent communication and interpersonal skills.

Ability to work independently and manage time effectively.

Proficiency in preparing and analysing sales reports.

Valid driver's license and willingness to travel extensively within the region.

What We Offer:

Competitive base salary between £30,000 to £35,000 per annum depending on proficiency & experience.

Company car with private fuel, mobile phone, and laptop.

Sales performance bonuses.

Opportunity to work remotely with extensive field responsibilities.

Career Advancement: Opportunities for growth within the company.

Private pension as per UK government rules.

Insurance for 'death in service' as per company policy.

Preferred Location:

Within 30 miles around Leeds.

About Us:

Espex Batteries Ltd is a well-known and established distributor of Lead-acid batteries in the UK for over 20 years, based out of Barry (Wales) and satellite operations in Leeds. We are augmenting our new distribution operation in Leeds to cater for the Northern territories. This exciting role will allow the right candidate to be at the forefront of expanding Automotive Batteries sales in the region.

We look forward to welcoming a results-driven professional to our team to help drive our vision of becoming a leading name in automotive battery market.