



Area Sales Executive

Location: Northeast

Postal areas: NE, CA, LA, DL, DH, TS, SR

Reporting to: Regional Sales Manager - North

Hours: 45 per week, flexible to meet business needs

The BELL Philosophy

We pride ourselves on our core values of **Customer Experience, Better Together, Vision** and **Passion**, which remain central to the way we treat our customers and employees. We endeavour to treat you as a member of our family and believe in promoting and enhancing your career throughout your employment with us.

BELL Lighting is a well-established, rapidly growing manufacturer of high-quality lamps and luminaries. Established in 1920, BELL Lighting is a leading manufacturer with over 100 years' experience within the industry. We are pleased to announce that we are looking for an Area Sales Executive to join us as part of our External Sales team, following exceptional growth with the region.

The Role

You will be responsible for growing the business by developing new and existing relationships with customers.

- You will work with the wholesaler's internal and external team to grow sales both across the trade counter and by external sales
- It is expected that more than 75% of your time will be focused on both National and Independent Electrical Wholesalers looking to grow existing stockist and establish new partners
- You will achieve pre-agreed revenue targets and goals for the business
- To monitor and manage all contacts, opportunities and relationships to meet monthly & annual targets and objectives
- Provide regular feedback to the National Sales Manager on the status of actions and current initiatives
- Keep yourself updated with the latest relevant industry news and regularly feedback to the National Sales Manager of all competitor products, prospective and competitor offers
- Achieve tasks, objectives and budgeted sales targets within the required timeframes

General Duties

- To maintain all company property at your disposal in good order
- To co-operate in the operation of all Company policies, including the Health and Safety of yourself and your colleagues
- To perform other duties to assist the smooth running of the business as required
- Follow up outstanding items to ensure projects are completed on time and on budget
- To monitor and control expenses incurred in the implementation of all company duties within the company handbook and guidelines
- Maintain CRM SALES
- Chase lighting designs
- Chase quote bank

Skills & Qualifications

- Experienced Sales professional with a solid knowledge of the electrical industry
- Possess a high level of negotiation, presentation and communication skills at all levels
- Able to network across various decision makers and influencers to identify customer requirements through knowledge
- A professionally presented, confident and self-motivated individual
- Experience and knowledge of lighting products and applications is desirable, however not essential

Company Benefits

- Competitive salary
- Mobile phone, laptop & iPad
- Company pension
- 25 days + Statutory holidays per year, with an additional day for each year of service, up to 28 days'
- Health Shield scheme after completion of probationary period
- Cycle to work scheme after completion of probationary period
- Salary sacrifice Electric Car Scheme
- Excellent reward for success

If you are interested in applying for this role, please send your CV to hr@bellighting.co.uk

Disclaimer: The duties and responsibilities described are not a comprehensive list and that additional tasks may be assigned to the employee from time to time.