TECHNICAL SALES SUPPORT RECRUITMENT

Refrigeration Technical Sales Manager

THE ROLE

REFRIGERATION TECHNICAL SALES MANAGER

We're looking for an experienced Refrigeration Technical Sales Manager to help drive growth across the UK by identifying new market opportunities, developing strong customer partnerships, and expanding our presence in existing sectors.

You'll play a key role in shaping the future of our refrigeration business, combining your technical expertise with strategic sales ability to deliver profitable results and exceptional customer service.

- Retain, develop and expand the company's presence in existing refrigeration market sectors.
- Focus on Identify and penetrating new market segments and niche opportunities.
- Build and maintain strategic customer partnerships with key stakeholders and decision-makers.
- Prepare and deliver compelling sales presentations and proposals.
- Provide technical advice on the selection, application, and integration of refrigeration products and services.
- Grow the business by specifying Williams modular coldrooms, third party products and associated commercial refrigeration solutions.
- Monitor market trends, competitor activities and emerging technologies.
- Help support and develop contracting unit knowledge of industry trends, standards, and innovations.
- Ensure all sales activities are conducted safely and align with company policies and procedures.
- Manage social media activity across group offices.

Further Key Duties

- Adhere to all company policies including the Health & Safety, Electrical Safety, Environmental policy and all other guidance notes issued by the company.
- Provide working engagement and communication with the Williams Group Contracting Director and our regional directors.
- Work closely with our Group Contracting Director to develop sales channels in new sectors.
- Promote all Williams products and services and support our contracting unit teams.
- Offer knowledgeable guidance and solutions to our customers for our full product range.
- Develop existing enquiries, secure specifications and orders.
- Provide feedback reporting (CRM package) and administration.
- To attend site and client meetings, carrying out first line site surveys.
- To oversee the preparation of quotations for coldrooms, schemes and projects.
- To oversee, manage and communicate site led requirements to the customer and the business.
- To provide internal advice and guidance to colleagues as required.
- Any other ad-hoc duties that may arise to ensure the smooth running of the projects team and office.
- To perform any reasonable duty in addition to those listed and as directed by the Group Contracting Director.

Geographical Coverage

- Sales role with UK national coverage focusing on a wide geographic area with full territory cover across the United Kingdom.
- Operating from the group contracting units and home base location to suit the requirements of the business.
- Expected to travel to customer and site locations across the full territory under the direction of Williams Group Contracting Director.
- Overnight stays will be a requirement as required and limited to weeknights only (Monday to Thursday).

THE PERSON

Qualifications

- HNC / HND refrigeration qualification or higher.

Experience

- Proven success in technical sales with measurable sales achievements.
- Minimum 10 years' experience in refrigeration engineering or project management.

Knowledge

- In-depth understanding of all refrigeration system types.
- Knowledge of electrical, controls and alarm systems.
- Familiarity with relevant regulations and environmental standards.

Skills

- Excellent relationship management and communication skills.
- Strong analytical, organisational and planning abilities.
- High attention to detail with accurate sales documentation and technical specifications.
- Resilient, proactive and adaptable to changing technologies and markets.

Behaviour / Competency

- Customer focus
- Communication skills
- Concern for accuracy
- Interpersonal skills
- Resilience
- Analytical thinking
- Planning and organising

THE COMPANY

About Williams Refrigeration
Williams Refrigeration is a leading manufacturer and supplier of professional refrigeration appliances, with a reputation for delivering global excellence across diverse market sectors including the foodservice and hospitality industry, public sector, travel and retail channels.

Our head office and UK manufacturing base is located in King's Lynn Norfolk, and we operate wholly owned overseas manufacturing, sales and service operations in France, Dubai, Hong Kong, China and Australia. Williams Refrigeration is one of the principal business brands of AFE Group Ltd.

About AFE Group Ltd
The AFE Group is a leading international business specialising in the innovative design, manufacture and service support of professional cooking, bakery and refrigeration equipment for the global food service market. Our premium brands are some of the best known in the industry.

Our Parent Company - Ali Group Italy
Williams Refrigeration and AFE Group are part of the Ali Group of companies – privately owned and headquartered in Milan, Italy; Ali Group is one of the largest global leaders in the foodservice equipment industry, comprising 80 of the world's leading foodservice equipment brands.

THE REWARD

Competitive salary
Bonus scheme
Company car and travel expenses
Contributory pension scheme
Attractive Benefits package
Supporting professional development
Supportive, professional working environment

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