

Bowers Electricals Ltd is an expanding power engineering company, supplying new and refurbished Power and Distribution transformers, HV & LV switchgear, Motors, HV & LV installation and turnkey packages.

Bowers Electricals boasts a prestigious list of clients from across the public and private sectors. The team has worked on projects everywhere from small industrial developments to major infrastructure schemes including large-scale power stations, government buildings, hospitals, schools and universities, wind and solar farms and throughout the heavy power engineering industry.

Bowers prides itself on being able to offer total engineering solutions and over the years the team has built an enviable international reputation for quality, customer service and speed of delivery. Bowers offers a full turnkey operation that includes the overhaul, rewind and repair of customers property, installation, on-going service maintenance and expert project management of all developments regardless of size. All of which is conducted from its headquarters in Heanor, Derbyshire.

### **Regional Sales Engineer (Midlands)**

We are seeking a highly motivated and experienced Regional Sales Engineer to join our dynamic team. This role involves the promotion and sales of distribution transformers and MV/LV switchgear to a range of electrical contractors and end customers. The ideal candidate will have a strong technical background, excellent communication skills, and a proven track record in sales.

#### **Key Responsibilities**

- Product Sales: Promote and sell transformers and switchgear to electrical contractors and end customers within the assigned region.
- Customer Relationship Management: Develop and maintain strong relationships with existing and potential customers.
- Technical Support: Provide technical assistance and support to customers, ensuring they select the appropriate products for their needs.
- Market Analysis: Conduct market analysis to identify new sales opportunities and trends within the industry.
- Sales Strategy: Support the development of effective sales strategies to achieve sales targets and expand market share.

- Presentations and Demonstrations: Prepare and deliver product presentations and project solutions to customers and stakeholders.
- Reporting: Prepare regular sales reports and forecasts for management review.

## Essential Skills and Qualifications

The successful candidate for this role must have the following key skills :-

- Communication Skills: Excellent verbal and written communication skills.
- Customer Focus: Ability to build and maintain strong relationships with customers.
- Sales Acumen: Proven track record of achieving sales targets and driving revenue growth.
- Analytical Skills: Ability to analyse market trends and identify sales opportunities.
- Travel: Willingness to travel within the assigned region as required.
- Software Skills: Proficient in Microsoft Office Suite and CRM/ERP software.

## Preferred Skills

In addition to the above, the following skills would be desirable but are not essential.

- An Engineering Qualification to at least HNC level.
- Technical Knowledge: Strong understanding of transformers, switchgear and other electrical equipment.
- Experience in commercial and contractual matters.

Above all, we're looking for an enthusiastic team player who can help us to continue our expansion of market share and implement successful sales that meets the needs of our customers.

The role will be home-office based but with regular visits to customers within the sales territory and monthly attendance at the Heanor office.

Salary will be commensurate with experience other benefits include; Company pension scheme, public holidays plus 23 days annual leave, which rises with service plus discretionary birthday bonus day; modern air-conditioned offices with free tea/coffee. We can offer some degree of flexibility in respect of routine working hours.

Please submit a CV with details of experience and salary expectations to:

[jobs@bowerselec.co.uk](mailto:jobs@bowerselec.co.uk)

At Bowers Electricals, we aim to be accessible, diverse and inclusive. We welcome applicants from all backgrounds.

**Any applicants must already have the legal right to work in the UK, and we may ask for evidence of this prior to making any offer of employment. Unfortunately, we are unable to offer visa sponsorship for this particular role.**