



Area Technical Sales Manager – East and West

About Us:

We are the UK's leading independent metrology company, collaborating with industry leaders in automotive, aerospace, precision engineering, universities, and Formula One. As an ISO17025 UKAS-accredited lab, we deliver innovative solutions and value continuous learning. We are expanding from the UK to cover all of Europe—join us at this exciting time!

Position: Area Technical Sales Manager – East and Area Technical Sales Manager – West

Territory: The territories are bounded in the north by the M62. The East territory will be east of the M1 from Leeds to Leicester then to the south coast west of Southampton; the West territory will be west of that line. For the East role you will ideally live within an hour of Market Harborough and for the West role we would prefer you to be in the West Midlands with easy access to the M5 or M6.

Are you:

- Skilled in building customer relationships?
- Experienced in making high-value capital sales?
- Proactive and results-driven?

If yes, we'd love to meet you!

Key Responsibilities:

- Manage the entire sales process from lead generation to closing deals.
- Develop and execute a territory sales plan.
- Identify new clients and maintain strong customer relationships.
- Conduct product demonstrations and presentations.
- Collaborate with marketing and applications teams.
- Provide technical guidance and commercial expertise.
- Achieve sales targets and drive company growth.

What We're Looking For:

- Proven success in technical sales.
- Passion for engineering and technology.
- Self-motivated, results-oriented and independent.
- Excellent communication and negotiation skills.
- Strong IT skills
- A full driving license



What's in it for you?

- Sell technologically advanced products to a wide cross-section of industry
- Combine new business and account management
- Opportunities to progress in our growing business
- Competitive salary of £35-40K basic plus uncapped commission (OTE £50-60K).
- Company car and bonus
- Vitality healthcare, pension and more
- Weekday hours

All are in accordance with our standard terms and after a qualifying period.

Education: STEM degree or experience of selling to engineering customers

Work Pattern: 3 days on the road, 2 days office or home based. This role requires

- Visiting customers at their premises
- Lead generation, which will include cold calling and identifying potential customers whilst on the road
- Carrying out product demonstrations on customer sites, including setting up demo instruments
- Attending meetings in Market Harborough (monthly sales, company, training etc)

Selection Process

If your application stands out, we'll invite you to a Teams call where you can tell us about yourself and ask any questions about the company and role. If we are still aligned, we'll invite you to two interviews in Market Harborough where we will share more about the role and our products and let you demonstrate your sales skills. This will include a 15 minute presentation where we will expect you to sell us one of our products.

Once you start, we will take you through our comprehensive onboarding and training package then give you lots of support as you start your sales career with us.

If all this makes you think ours could be your next role, we want to hear from you. We will need a CV and covering letter from you, saying which position you are applying for, then we'll take it from there.

Optimax is an equal opportunity employer. We offer a welcoming and inclusive environment for one another, the diverse customers we serve, and the communities we call home. We do all of this with kindness, empathy and respect for each other. If you would like to discuss any accessibility requirements for the recruitment process or the role, please contact sophie@optimaxonline.com and we will be happy to discuss.