Area Sales Manager

Forktruck Solutions Limited

Location: Based from our Wakefield depot, with travel across an assigned territory
Contract: Full-time
Salary: Competitive basic salary, plus commission and bonus
Benefits: Electric company vehicle, corporate healthcare scheme and 25 days' annual leave plus bank holidays

About us

Forktruck Solutions Limited specialises in lithium electric forklifts, material handling equipment and warehouse solutions. With 25 years of industry experience, we help businesses improve productivity, reduce operating costs and support more sustainable operations.

Based in Dewsbury and serving customers across the UK, we specialise in EP and Combilift equipment. Our comprehensive range includes counterbalance forklifts, pallet trucks, order pickers, reach trucks, articulated VNA forklifts, tow tractors, utility vehicles and automated driverless material handling equipment.

With over 300 rental machines, 18 engineers and a growing service network, we support customers across manufacturing, distribution, agriculture, local government and many other sectors. We provide equipment sales, hire and parts supply, backed by workshop repairs, mobile engineering services and ongoing after-sales support.

The role

We are looking for a motivated, commercially minded Area Sales Manager to develop new business and build lasting customer relationships within an assigned territory.

You will manage the sales process from initial prospecting and site visits through to quotations, negotiation and securing orders. Working closely with our telesales, service and operations teams, you will identify customer needs and recommend equipment and services that deliver practical, long-term value.

This role would suit a sales professional who enjoys winning new business, developing existing accounts and taking ownership of a territory.

Key responsibilities

New business and territory development

- Identify, research and approach prospective customers within your territory.
- Generate opportunities through outbound calls, networking, referrals and site visits.

- Follow up leads and appointments generated by the telesales team and marketing activity.
- Build relationships with key decision-makers, including business owners, warehouse managers, operations teams and procurement contacts.
- Develop a territory plan that balances new business prospecting with existing account development.
- Maintain a healthy pipeline of opportunities to achieve agreed sales and profitability targets.

Customer relationships and account management

- Manage and develop existing customer accounts, building strong, long-term relationships.
- Identify opportunities for equipment replacement, fleet expansion and additional products or services.
- Understand customers' operational priorities, purchasing plans and contract renewal dates.
- Maintain regular contact and coordinate with colleagues to provide a responsive customer experience.

Site visits and equipment solutions

- Conduct customer site visits and surveys to understand operating environments and equipment requirements.
- Assess factors such as load weights, lift heights, aisle widths, working hours and charging arrangements.
- Recommend suitable equipment and explain the benefits of lithium electric technology in relation to the customer's application.
- Deliver product presentations and coordinate equipment demonstrations.
- Work with technical and operational colleagues where specialist advice is required.

Quotations, negotiation and sales delivery

- Prepare accurate quotations and proposals for equipment sales, hire and related services.
- Explain available options clearly, helping customers assess suitability and overall operating costs.

- Negotiate pricing and contract terms within agreed company guidelines.
- Follow up proposals, handle objections and progress opportunities through to order.
- Provide a clear handover to operations, ensuring customer requirements and agreed commitments are recorded accurately.

Sales administration and teamwork

- Keep CRM records, customer details, visit notes and next steps accurate and up to date.
- Maintain sales forecasts and report on pipeline activity, results and territory performance.
- Work closely with telesales, service, parts and operations colleagues to coordinate customer support.
- Share customer feedback, competitor activity and market developments to support business planning.
- Represent Forktruck Solutions professionally at customer meetings, demonstrations and industry events.

What we are looking for

Essential skills and experience

- At least **two years' experience in sales or account management**, including planning how to win and develop customer accounts.
- Strong business development skills, with experience prospecting, qualifying opportunities and securing orders.
- The ability to build relationships with customers and maintain long-term commercial partnerships.
- Confidence managing the sales process from initial enquiry through to negotiation and close.
- Strong communication, presentation and listening skills.
- A practical approach to understanding customer requirements and recommending suitable solutions.
- Good organisation and time management, with the ability to plan territory activity and manage competing priorities.

- Confidence using CRM systems, email, spreadsheets and other everyday business tools.
- A self-motivated, target-focused approach and the ability to work independently.
- A full UK driving licence and willingness to travel throughout the assigned territory.

Desirable experience

- Experience selling forklifts, material handling equipment, warehouse solutions or related industrial products.
- Knowledge of lithium electric equipment and its applications.
- Familiarity with EP or Combilift products.
- Experience in equipment sales, rental or contract hire.
- Experience conducting site surveys and coordinating product demonstrations.

What success looks like

- Achieving agreed sales and profitability targets.
- Winning new customers and increasing business within existing accounts.
- Maintaining a well-qualified pipeline and reliable sales forecasts.
- Matching equipment recommendations to customer requirements.
- Providing clear communication and accurate handovers throughout the sales process.
- Building lasting relationships that lead to repeat business and referrals.

The package

- Competitive basic salary.
- Commission and bonus structure rewarding sales performance.
- Electric company vehicle.
- 25 days' annual leave, plus public bank holidays.
- Corporate healthcare scheme.

How to apply

Please send your CV and a short introduction outlining your relevant sales experience to **[insert application email or application link]**.