Telesales & Marketing Executive

Forktruck Solutions Limited

Location: Office based at our main depot in Dewsbury, West Yorkshire
Salary: Dependant on experience
Hours: 0900-1700
Contract: Permanent

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 confident, motivated and organised Telesales & Marketing Executive to generate new business opportunities and support our Area Sales Managers.

Your main focus will be researching prospective customers, making outbound calls and booking qualified sales appointments. You will also help promote the business through LinkedIn, social media, email campaigns and photo and video content.

This role would suit someone who enjoys starting conversations, building relationships and working towards clear targets, with an interest in contributing to marketing activities.

Key responsibilities

Outbound calling and lead generation

- Make **60–80 outbound calls per day** to prospective business customers, including cold calls and planned follow-ups.

- Generate **10–20 qualified appointments per month** for our Area Sales Managers.
- Introduce Forktruck Solutions and establish interest in our products and services.
- Identify relevant decision-makers, including warehouse, operations, transport and procurement contacts.
- Ask questions to understand customers' existing equipment, operational requirements and potential replacement or expansion plans.
- Handle initial questions and objections professionally, maintaining a positive and helpful approach.
- Follow up prospects who may have a future requirement and maintain a consistent pipeline of opportunities.

Online canvassing and data gathering

- Research potential customers using company websites, LinkedIn, online directories and other relevant sources.
- Identify businesses with material handling or warehouse equipment requirements.
- Build and maintain accurate prospect records, including contact details, equipment requirements, call notes and agreed next steps.
- Keep the company's customer relationship management system or sales database up to date.
- Share useful market information and customer feedback with the sales team.

Appointment booking and sales support

- Book and coordinate appointments with the appropriate Area Sales Manager.
- Provide a clear handover outlining the customer's requirements, relevant contacts and any agreed actions.
- Confirm appointment arrangements and help rearrange meetings when required.
- Work closely with the sales team to improve appointment quality and identify further opportunities.

Appointments will cover our range of:

- Counterbalance forklifts.
- Reach trucks.

- Pedestrian material handling equipment, including powered pallet trucks and stackers.
- Articulated forklifts.
- Floor care equipment.
- Racking solutions.
- Other warehouse equipment and solutions.

Marketing support

- Help create and schedule content for LinkedIn and other company social media channels.
- Support the preparation and delivery of email marketing campaigns.
- Capture and help prepare photographs and short videos for the website and social media.
- Work with colleagues to showcase equipment, deliveries, customer projects and company news.
- Help follow up enquiries generated through marketing activity.
- Contribute ideas for content and campaigns that build awareness and generate sales opportunities.

What we are looking for

Essential skills and qualities

- A confident, professional telephone manner and strong communication skills.
- Willingness to make regular cold calls and work towards daily and monthly targets.
- Resilience, persistence and a positive approach to handling objections.
- Good listening skills and the ability to recognise potential customer needs.
- Strong organisation, accurate record-keeping and reliable follow-up.
- Confidence using email, spreadsheets and online research tools.
- Good written English for customer correspondence and marketing content.
- A proactive approach, with the ability to work independently and collaborate with colleagues.

- Willingness to learn about our products and the benefits of lithium electric equipment.

Desirable experience

- Previous experience in B2B telesales, telemarketing, appointment setting or lead generation.
- Experience using a CRM system or sales database.
- Familiarity with forklifts, material handling equipment, industrial equipment or warehouse operations.
- Experience supporting LinkedIn, social media or email campaigns.
- Basic photography, video editing or content creation skills.

What success looks like

- Consistently achieving the daily target of **60–80 outbound calls**.
- Generating **10–20 qualified sales appointments each month**.
- Maintaining accurate prospect records and timely follow-ups.
- Providing useful appointment information to Area Sales Managers.
- Making a regular contribution to marketing activity.

A qualified appointment should involve a relevant business contact with an identified equipment requirement or credible future opportunity, who has agreed to meet with an Area Sales Manager.

Outbound sales and appointment generation will be the main priorities, with marketing activities planned alongside these responsibilities.

How to apply

Please send your CV and a short introduction explaining your suitability for the role to **[lewisfox@forktrucksolutions.com]**. Or Apply through LinkedIn.