

JOB DESCRIPTION & PERSON SPECIFICATION



Job Title: Area Sales Manager – NORAM East	Location: Remote – NORAM East
Department: Commercial	Contract: Permanent
Reports To: General Manager	Direct Reports: None

1.0 Job Summary & Role

Deep Sea Electronics is a global leader in the design and manufacture of generator controllers, automatic transfer switch controllers, battery chargers, and vehicle and off-highway control systems—powering critical infrastructure worldwide.

With over 200 employees across four continents, we deliver innovative solutions to customers in more than 150 countries. Our operations are supported by our UK headquarters and a strong international distributor network.

We are now seeking an Area Sales Manager to join our US commercial team – covering the NORAM East region.

2.0 Key Responsibilities & Main Duties

- Drive sales growth and market expansion within the assigned territory across all product categories
- Maintain a strong focus on developing the DSE Control product group
- Develop and implement effective regional sales and distribution strategies (where applicable)
- Plan, coordinate, and execute marketing activities in collaboration with distribution partners to increase market share
- Identify and develop new business opportunities while strengthening relationships with existing customers
- Conduct regular visits to customers and prospects to build trust, reinforce, and grow profitable business
- Work cross-functionally with internal teams to ensure high levels of customer service and satisfaction
- Monitor competitor activity and stay informed on market developments
- Conduct market research within the customer base to respond effectively to changing conditions



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40%	Effectively negotiates sales
	Develop end-customer & distributor relationships
	Work with 3 rd party channel to drive improved performance
	Identifies, assesses, attracts and negotiates with potential customers
	Identify market opportunities for the DSE Product range
30%	Expanding the customer and contact base
	Develop strategic relationships within the region
	Provide World class customer support
	Works with distributors to increase market penetration
	Achieve sales targets
15%	Coordinates all marketing activities with distribution partners
	Maximises product margins through effective pricing strategies
	Achieve customer visits/phone meetings to set targets
	Create and manage quotes for customers with appropriate follow up
	Manage the opportunity pipeline to maximise value for the company
15%	Presentation and demonstration of products
	Maintain customer data in the company systems
	Work with internal company functions to address customer issues
	Monitor competitor activity, and key market trends
	Monthly reporting
	Exhibition attendance where required

3.0 Internal & External Relationships

- External relationships will be predominantly with the assigned customer group and the contacts therein
- Build relationships with management, Internal sales function, Technical support, Marketing and Warranty

4.0 Key Performance Indicators

- Sales Targets
- Product margin profit improvement
- Customer contact rates with appropriate mix of customer types, (face to face or via other channels)
- Pipeline development
- Achievement of other objectives as issued by management



5.0 Essential/Desirable Factors

Knowledge	
Essential: • Experience of working within a company that has a technical product or service in a commercial role within the power or related sector • Working knowledge of NORAM East America power sectors • Proven relationships with key decision makers in the power sector in NORMAN East America	Desirable: • Expert knowledge of the diesel and gas generator control sector, having had a commercial role(s) • Expert knowledge of the above across NORAM East America • Extensive relationships with key decision makers in both commercial and technical roles within the power sector in NORAM East America
Skills & Attributes	
Essential: • Proven technical selling and negotiation skills • Commercially astute results orientated team player • Strong written and verbal communication skills. • Ability to work from a home office and work independently in a field-based role • Ability to travel internationally adequately to cover assigned territory • Ability to recognise market trends and evaluate competitor strengths and weaknesses • Full driving licence	Desirable: • Analytical thinker • Change agile
Experience	
Essential: • Sales role within a technically orientated company/product range, preferably within the control electronics industry in the U.K & Ireland • Proven experience of successful demand generation	Desirable: • Experience of selling within the power generation industry • CRM
Qualifications	
Essential:	Desirable: • Completed vocational training in a relevant subject • Degree in a technical subject

Created by	Dated Created
VP Sales & Marketing for the C&A Group	14/04/2026

