

JOB DESCRIPTION & PERSON SPECIFICATION



Job Title: Area Sales Manager – Southwestern Europe (SWE)	Location: Remote
Department: Commercial	Contract: Permanent
Reports To: Regional Manager – LATAM	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 SWE commercial team.

Key Responsibilities -

- Drive sales growth and market expansion within the assigned territory across all DSE brands and product categories
- Maintain the sustainable growth and protection of DSE's market position within the power generation sector through strategic business development, key account expansion, and proactive competitive defense.
- Drive with a strong focus on developing the DSE Control product range
- Identify and develop new customer opportunities while maximizing new business opportunities and strengthening relationship with existing customers
- Develop and implement effective regional sales and distribution strategies
- Liaise with marketing to support marketing related activities and initiatives in the region
- Conduct regular visits to customers and prospects to grow profitable business whilst building trust in the DSE brand
- Act as the voice of the customer within the DSE, while representing the business externally as a trusted partner
- Promote both existing and new DSE products to customers
- Work cross-functionally with internal teams to ensure high levels of customer service and satisfaction
- Monitor competitor activity and stay informed on market trends to respond effectively to changing conditions



2.0 Key Responsibilities & Main Duties

40%	Achieve sales targets
	Develop end-customer & distributor relationships
	Provides high degree of focus on DSE CONTROL product group
	Effectively negotiates sales
	Identifies, assesses, attracts and negotiates with potential customers
30%	Expanding the customer and contact base
	Develop strategic relationships within the region
	Provide World class customer support
	Identify market opportunities for DSE group products
	Maximises product margins through effective pricing strategies
20%	Maintain customer pipeline data in the company CRM system
	Manage the opportunity pipeline to maximise value for the company
	Achieve customer visits/phone meetings to set targets
	Create and manage quotes for customers with appropriate follow up
	Presentation and demonstration of products
10%	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	
<p>Essential:</p> <ul style="list-style-type: none"> • Knowledge of working within a company that has a technical product or service in a commercial role within the control electronics related sector • Proven relationships with key decision makers in the control electronics sector within the assigned region 	<p>Desirable:</p> <ul style="list-style-type: none"> • Expert knowledge of the sector, having had a commercial role(s) • Extensive relationships with key decision makers in both commercial and technical roles within the control electronics in the assigned region
Skills & Attributes	
<p>Essential:</p> <ul style="list-style-type: none"> • Proven technical and commercial selling and negotiation skills • Commercially astute results orientated team player • Strong influencing skills • Strong written and verbal communication skills • Ability to communicate effectively with Spanish-speaking customers, clients, or stakeholders • Ability to work independently in a field-based role and from home office • Ability to travel internationally adequately to cover assigned territory • Ability to recognise market trends and evaluate competitor strengths and weaknesses • Full driving licence 	<p>Desirable:</p> <ul style="list-style-type: none"> • Analytical thinker • Change agile • Proactive attitude
Experience	
<p>Essential:</p> <ul style="list-style-type: none"> • Sales role within a technically orientated company/product range, preferably within the control electronics industry • Proven experience of successful generation of new business and prospects 	<p>Desirable:</p> <ul style="list-style-type: none"> • Experience of selling within the power generation industry • Experience of selling within the control electronics sector • Working within a CRM system
Qualifications	
<p>Essential:</p> <ul style="list-style-type: none"> • Completed vocational training in a relevant subject 	<p>Desirable:</p> <ul style="list-style-type: none"> • Degree in a technical subject

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