



Position Information

Job Title:	Inside Sales Key Account Executive
Reports to:	Inside Sales Manager
Reporting to Job Holder:	N/A
Location:	London
Contract Type:	Permanent
Division/Department:	Sales/Inside Sales
Date Created/Updated:	January 2025

About Lapp UK:

Our brand stands for quality, customer service and a deep understanding of the industries and applications in which our products are used. We are the world market leader, supplying everything from cable, connectors and accessories to fully integrated connection solutions. **LAPP** products are used in production machinery, industrial robots, public transport, food processing, alternative energy, charging systems for electric vehicles, oil drilling platforms and much more. They are the product of choice for mountain climbers and polar explorers. With a global workforce of 4,650 people, we generated over a billion euros of turnover in the past year.

Our customers appreciate our expertise and service. The 40,000 products in our catalogue reflect our manufacturing prowess. We always want to offer the best solution. If the customer cannot find what they are looking for in our catalogue, our experts are on hand to develop a solution together.

LAPP delivers to every corner of the world, with most products ready to be delivered quickly off the shelf. To guarantee this, we have development centres, production facilities and warehouses all over the globe. With 44 sales companies and around 100 national partners, our customers always have someone to talk to.

LAPP is well positioned for the future, just like Oskar and Ursula Ida Lapp were when they founded the company in 1959. In 1957, Oskar Lapp created the **ÖLFLEX®** control cable, the first protected trademark in the industry. More quickly followed. Throughout its history, the business has always been in family ownership. In Matthias Lapp, the third generation of the family has now begun to assume responsibility for the Company.

Job Purpose

We are seeking a dynamic and results-driven Inside Sales Key Account Executive to join our team. This position is crucial for developing and growing our key accounts, ensuring sustained revenue growth year over year. The Inside Key Account Executive will be responsible for managing inside sales, coordinating quotes for Scotland, and maintaining strong relationships with key clients. The ideal candidate will possess excellent communication skills, an aptitude for building long-term client partnerships, and the ability to work effectively within a fast-paced environment.

Primary Job Responsibilities and Measurement

Key Account Development & Growth:

- Develop, maintain, and nurture strong relationships with key accounts to ensure continued satisfaction and long-term business partnerships.

NOTE: Every effort has been made to ensure that this job description is as complete as possible. However, it in no way states or implies that these are the only duties that you will perform. The omission of specific statements does not exclude them from the position and you may be required, as directed by the business, to undertake other duties within Lapp UK.



- Work closely with the sales team to identify opportunities for account expansion and revenue growth.
- Proactively reach out to clients for upselling and cross-selling opportunities to meet annual growth targets.
- Monitor key account performance and provide actionable insights to maximize client value.

Inside Sales & Quote Management:

- Handle incoming client inquiries and prepare accurate and timely quotes for Scotland-based customers.
- Collaborate with internal teams (e.g., sales, marketing, and logistics) to provide tailored solutions and meet client needs.
- Follow up on quotes to secure business and resolve any client queries or concerns promptly.

Sales Reporting & Forecasting:

- Track key account sales performance, develop forecasts, and report on results to management.
- Utilise CRM tools to log interactions, sales activities, and follow-ups for key accounts.
- Provide regular updates on account developments and ensure that growth objectives are being met.

Customer Satisfaction & Relationship Management:

- Serve as the main point of contact for assigned key accounts, handling inquiries, issues, and providing excellent customer service.
- Maintain a deep understanding of client needs and align them with company offerings to ensure satisfaction and retention.
- Assist in resolving escalated client issues while maintaining a focus on long-term relationships.

Qualifications & Skills:

- Proven experience in account management or inside sales, with a focus on growing key accounts.
- Strong understanding of the sales cycle and the ability to close deals effectively.
- Exceptional communication and negotiation skills.
- Proficiency with CRM systems ERP system (SAP) and Microsoft Office Suite (Excel, Word, PowerPoint).
- Self-motivated with a strong drive to achieve targets and exceed expectations.
- Ability to manage multiple accounts and prioritise effectively.
- Knowledge of the Scottish market is a plus.

Person Specification

Lapp UK recognises the positive value of diversity and is committed to creating a diverse and inclusive workforce. We encourage applications from all suitably qualified or experienced individuals, regardless of their race, gender, biological sex, disability, religion/belief, sexual orientation or age.

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You will be a knowledgeable Inside Sales Key Account Executive with demonstrable hands-on experience of the above responsibilities. You will share our passion for the company values which are: **customer-oriented, success-oriented, family-oriented and Innovative**. You will thrive in a busy environment.

Application Procedure

Please send us your CV and a Covering letter outlining your suitability for the role to hr.uk.luk@lapp.com.

Recruitment Timeline:

We will be assessing candidates and arranging interviews as applications come in so please apply as soon as possible.

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