



## Position Information

<b>Job Title:</b>	Regional Sales & Accounts Specialist
<b>Reports to:</b>	Inside Sales Manager
<b>Reporting to Job Holder:</b>	N/A
<b>Location:</b>	London
<b>Contract Type:</b>	Permanent / Full time
<b>Division/Department:</b>	Sales
<b>Date Created/Updated:</b>	May 2024

## 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

To undertake sales activities, maintain, develop and grow sales of Lapp Group's product range to existing and potential customers, in accordance with Lapp Company goals. Ensuring customers' needs and requests are met, respond to their queries in a timely manner and aspire to deliver a positive customer experience. You should have excellent communication and negotiation skills and be customer service oriented. Ultimately, you should be able to grow our business by building successful, long-term client relationships.

## Primary Job Responsibilities and Measurement

- Managing existing customer accounts
- Identifying new customers for Lapp products and services as well as providing the necessary technical and pricing information to gain business –(support & training provided)
- Close sales leads that come in via the sales channels (email, website, calls)

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.



- Collaborate with the external sales team to develop and implement sales strategies.
- Provide a timely response and effective follow up to all sales enquiries using appropriate methods.
- Serve as the lead point of contact to all customer account management matters.
- Effectively plan and prioritise time to call existing and potential customers within set time frames. Including lapsed customers and new business.
- Work within a team territory to achieve set goals within a set time frame.
- Identify and assess customers needs to achieve satisfaction and drive sales.
- Develop existing accounts and relationships through effective planning and use of historical data.
- To receive and handle incoming phone calls, emails for all enquiries in a timely and effective manner.
- Obtaining regular feedback on previous experience with Lapp to ensure customer expectations are always met.
- Effective handling and ownership of customer complaints.
- Manage, organise, and update company/customer data on an on-going basis.
- Manage product/service mix, pricing and margins according to company targets.
- Obtaining regular feedback on previous experience with Lapp to ensure customer expectations are always met.
- Promote E shop to customers.

### **Scope of Role**

- Increasing business levels and achieving the maximum GPM for all Lapp products.
- Maintaining good customer relations with clients.
- Developing Lapp products presence in the marketplace.
- Keeping up to date with technical developments and information on Group products.
- Providing feed-back on competitor products and activity.

### **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.

You will be a knowledgeable Regional Sales & Accounts Specialist 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.

### **Skills, Qualifications & Expertise**

- Highly motivated with a desire to achieve targets.
- Strong understanding of cable industry essential.
- Ability to establish good working relationships and good negotiation skills.
- Strong IT skills in Excel and Word and E-mail.
- Knowledge of SAP an advantage.
- Experienced in using CRM.

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**Application Procedure**

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