

Job Specification & Profile: Regional Sales Executive (Midlands)

Location: Field-based across Midlands

Reports To: Head of Sales

Salary: £55,000 base + 5% profit-based commission (OTE £70,000 - £90,000)

To apply, please send your CV and Covering Letter to Recruitment@visionck.co.uk

Overview:

The Regional Sales Executive (Midlands) will be responsible for new business development across Tier 1 and Tier 2 contractors and direct client accounts, focusing on high-value kitchen projects. The role demands proactive lead generation, face-to-face engagement, and building early-stage project pipelines. The focus will be on pipeline development, early-stage engagement, and specification-led selling.

Key Responsibilities:

- Engage and generate opportunities with main contractors (Tier 1 and 2),
- Target direct clients across education, healthcare, hospitality, stadia and corporate
- Drive early influence in project lifecycle (RIBA 2-4)
- Build and manage a robust CRM pipeline aligned to targets
- Prepare proposals, schedules and visual presentations with estimating and design teams
- Represent Vision at regional trade events
- Book and attend weekly face-to-face meetings to build pipeline
- Present Vision's Revit/BIM capabilities as part of early engagement

Person Profile:

- 3+ years sales experience in B2B project environments
- Effective at developing contractor or client-side leads
- Self-driven, professional, and commercial thinker
- Comfortable in meetings with stakeholders from QS to Estates Director
- Full UK driving licence
- Experience in consultative/project sales roles (capital equipment, and foodservice design preferred)
- Motivated and organized, with clear commercial thinking
- Strong communication and client engagement skills
- Sector knowledge in area preferred
- Able to manage complex project sales cycles