Sales Representative

Subcontract Electronic Assembly / Electronics Manufacturing Services (EMS)

Location:

East Sussex

Reporting To:

Managing Director

Salary:

£45k–£55k (subject to experience, knowledge and overall package)

Car/Commission is negotiable.

Job Summary

We are seeking a motivated and results-driven Sales Representative to drive new business growth and develop existing customer relationships within the subcontract electronic assembly sector. The successful candidate will be responsible for identifying opportunities, managing customer accounts, and promoting the company's full range of electronic manufacturing services, including PCB assembly, box build, cable assembly, testing, and supply chain solutions.

This role requires a proactive sales professional with excellent communication skills, a strong commercial mindset, and the ability to understand and communicate technical manufacturing capabilities to customers across a variety of industries including industrial, medical, aerospace, defence, communications, and instrumentation.

Key Responsibilities

Business Development

- Identify, prospect, and win new customers requiring electronic manufacturing services.
- Develop and execute strategic sales plans to achieve revenue and margin targets.
- Generate and follow up sales leads through networking, industry events, referrals, digital channels, and direct outreach.
- Build and maintain a robust pipeline of opportunities using CRM systems.
- Conduct market research to identify emerging opportunities and target sectors.

Customer Relationship Management

- Build strong, long-term relationships with customers and key decision-makers.

- Understand customer requirements and coordinate with internal teams to develop effective manufacturing solutions.
- Conduct regular customer visits and business reviews.
- Identify opportunities for account growth and additional service offerings.

Quotation and Contract Management

- Negotiate pricing, commercial terms, and supply agreements.
- Ensure quotations are followed through to successful order conversion.
- Maintain accurate records of customer interactions, quotations, opportunities, and sales forecasts.

Technical Sales Support

- Develop an understanding of PCB assembly, SMT, through-hole assembly, box build, cable assembly, testing, and supply chain management services.
- Effectively communicate the company's technical capabilities and value proposition.
- Liaise with engineering and production teams to ensure customer requirements are clearly understood and delivered.

Sales Performance

- Achieve agreed sales, revenue, and profitability objectives.
- Maintain accurate sales forecasts and monthly activity reports.
- Monitor competitor activity and market trends.
- Represent the company professionally at exhibitions, trade shows, and customer events.

Key Performance Indicators (KPIs)

- New business revenue growth.
- Gross margin achievement.
- Quotation conversion rate.
- Number of new customer accounts won.
- Customer retention and satisfaction levels.
- Sales pipeline value and forecasting accuracy.
- Customer visit and activity levels.

Essential Skills and Experience

Required

- Proven sales experience in manufacturing, engineering, electronics, or technical B2B environments.
- Strong business development and account management skills.

- Excellent communication, negotiation, and presentation skills.
- Ability to build relationships at all organisational levels.
- Commercial awareness and strong customer focus.
- Proficiency in Microsoft Office and CRM systems.
- Full UK driving licence and willingness to travel.

Desirable

- Experience within Electronics Manufacturing Services (EMS), Contract Electronics Manufacturing (CEM), PCB assembly, or related sectors.
- Understanding of electronic components, manufacturing processes, and supply chain management.
- Knowledge of ISO 9001, AS9100, ISO 13485, or other regulated industry standards.
- Existing network of contacts within electronics, industrial, medical, defence, or aerospace sectors.

Personal Attributes

- Self-motivated and target driven.
- Professional, credible, and confident.
- Strong problem-solving skills.
- Resilient and persistent in pursuing opportunities.
- Team player with a collaborative approach.
- Passionate about delivering exceptional customer service.

What We Offer

- Competitive salary
- Professional development and training opportunities.
- Career progression within a growing electronics manufacturing business.
- Supportive and collaborative working environment.

About Us

We are a leading contract electronics manufacturer providing high-quality PCB assembly, box build, testing, and supply chain services to customers across a range of demanding industries. Our reputation is built on quality, flexibility, responsiveness, and outstanding customer service. We are committed to helping our customers bring innovative products to market efficiently and reliably.

Join us and play a key role in driving the next phase of our growth.

How to Apply

To apply for this position, please send your CV to **n.evans@mpe-electronics.co.uk**, quoting "Sales Representative Application" in the subject line. We look forward to hearing from you.