



## **Brief for Technical Sales Consultant – The Netherlands OHRA Regalanlagen GmbH**

[www.ohra.de](http://www.ohra.de), [www.ohra-opslagsystemen.nl](http://www.ohra-opslagsystemen.nl)

### **The Company**

Established 40 years ago in Kerpen, Germany, Ohra is a profitable multi-million turnover market leader in a specialist area of storage equipment with an outstanding reputation for quality, performance, innovation and application know how and is part of a family owned group of companies with a strong International presence.

Since its inception Ohra has focused on providing solutions that meet the customer's complex and more challenging requirements. Ohra has invested in specialist machinery and production to fulfil these often bespoke requirements and has developed a leading position in the handling and storage of bulky items in all industries but particularly for the timber, building and metal industry.

OHRA have become a market leader in quality through producing the toughest and most durable products delivering the highest load performance.

The International sales teams work in close co-operation with each other. International sales representatives, national and in-house sales staff together with project managers meet together regularly for training and to experience exchange.

The Netherlands is a market in which Ohra has good potential for sustained growth and we are looking to recruit a Technical Sales Consultant to strengthen our position in the market at the earliest possible date.



## The Role

The successful candidate is likely to possess well-honed negotiation skills and a strong determination to succeed. The role will involve contact with a wide spectrum from the shop floor through to Director level. Consequently successful career in selling industrial goods for at least 5 years is a pre requisite. The working environment will be one of great autonomy requiring a dedicated home office and time in the field traveling to and on customers' sites.

- Maintain and develop relationships with existing customers providing customer care.
- Provide racking solutions for the logistics requirements of customers from a material handling perspective.
- Identify prospects within the defined area with potential to provide solutions for the logistics requirements of those prospects from a material handling perspective.
- Generate and follow up inquiries received directly from customers, headquarters or from advertisements in newspapers and magazines.
- Provide, follow up and convert quotations to customers in line with respective regulations/guidelines for material handling, freight and installation.
- Organize and participate at trade fairs and exhibitions as agreed with headquarters, plan and implement advertising campaigns to budgets agreed with headquarters.
- Provide headquarters with regular relevant management information with respect to sales figures and estimates etc.
- Provide after sales service and back up including progressing orders during manufacturing process and during installation on customers site



### **The Rewards**

- Attractive Basic Salary (In line with local salary levels)
- Commission (protected first 6-12 months)
- Statutory holiday
- Car Allowance
- Mobile phone
- Notebook/Printer
- Expenses to cover petrol, postage, telephone, ISDN, customer entertaining, travel etc.

### **The candidate will also be supported as follows:**

- Internal training at OHRA in Germany and the Netherlands for certain periods during induction.
- Introduction to the market and detailed familiarization in the market and with the products by support of D and Dutch sales personnel.
- Ongoing support in the field through Ohra personnel.
- Provision of technical information through headquarters (techn. Department) any time
- Dedicated order processing executed by a specific competent customer oriented person.
- Latest literature and working material / tools will be provided by OHRA

### **Desired Skills & Experience**

- Engineering degree or comparable technical education
- 5 years industry experience, ideally in sales and/or key account management
- Experience in the sales of storage systems would be a benefit, but not a prerequisite
- Proficient in German or English Language
- MS Office

### **Core competences**

- Customer Orientation
- Industry Knowledge
- IT Applications
- Client Relationships
- Organizational skills

### **Applications**

Full applications and CV in either English or German are to be sent by email or post to:

OHRA Regalanlagen GmbH  
FAO: Mr. Raymond Wolsey  
Export Sales Manager  
Alfred-Nobel str. 24-44  
50169 Kerpen  
Germany

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