

# Area Sales Manager - Midlands

Beninca Automation UK Ltd



**ADDRESS**

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Newbury, Berkshire, RG14 5RL

**CONTACT**

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# OUR COMPANY

## ABOUT BENINCA UK

Beninca Automation UK Ltd is a leading provider of automation solutions in the United Kingdom, specialising in gate automation, automatic bollards, road barriers, automatic doors and access control systems. As a trusted name in the industry, we offer a comprehensive range of products and services to a network of nationwide professional installers, designed to meet the needs of residential, commercial, and industrial end user clients.

## OUR CONNECTION TO BENINCA GROUP

Beninca Automation UK Ltd is a proud subsidiary of the Beninca Group, a globally recognised brand in the access automation sector. Founded in Italy in 1979, the Beninca Group has established itself as a pioneer in developing and manufacturing cutting-edge automation technologies. As a family-run business, the Beninca name epitomises Italian passion and commitment to producing high-quality, reliable products. The group now comprises eight companies and operates through a network of subsidiaries and distributors worldwide,

ensuring that customers receive top-quality products and support no matter where they are located.

## OUR COMMITMENT

As part of the Beninca Group, Beninca Automation UK Ltd is committed to upholding the values and standards that have made the Beninca name synonymous with innovation, reliability, and excellence. We leverage the extensive expertise and resources of our parent company to deliver advanced automation solutions that enhance security, convenience, and efficiency for our customers.



# OUR PRODUCTS & SERVICES

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Beninca Automation UK Ltd offers a diverse portfolio of products, including:

## Gate Automation



## Door Automation



## Gate Hardware



## Road Barriers



## Automatic Bollards



## Access Control



Our team of experienced professionals provides comprehensive support, from initial consultation and product selection through to training and after-sales service. We are dedicated to ensuring that our customers receive tailored solutions that meet their specific requirements and exceed their expectations.

# JOB ROLE

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As an Area Sales Manager in the Midlands region, you will be responsible for driving sales growth within a designated territory. This role involves visiting customers, understanding their needs, selling our solutions to meet their requirements and becoming a trusted advisor. The ideal candidate will have a strong sales background, excellent communication skills, and a passion for building lasting customer relationships.

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## 1

### Key Responsibilities:

- Visit customers regularly to thoroughly understand their business.
  - Help understand how Beninca can help them meet their goals.
  - Build and maintain strong relationships with new and existing customers.
  - Put together a territory plan that highlights existing and new opportunities.
  - Identify and pursue new business opportunities within the territory.
  - Conduct product presentations and demonstrations to customers.
  - Negotiate contracts (pricing) that provide a win/win strong relationship.
  - Monitor market trends/competitor activities to identify opportunities and threats.
  - Provide regular sales reports and forecasts to management.
  - Work with internal teams to ensure customer satisfaction and resolve issues.
  - Represent Beninca to the highest possible professional standards.
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# JOB ROLE

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## 2

### Essential Skills:

- Determined and target-driven with a proven track record in sales.
- Ability to clearly convey information and engage with customers effectively.
- Negotiation Skills: Capable of negotiating terms and closing sales deals.
- Proficient in building and maintaining strong customer relationships.
- Efficient in managing time and prioritising tasks to meet deadlines.
- Problem-Solving: Ability to identify issues and provide effective solutions.
- Highly motivated and able to work independently with minimal supervision.
- Flexible and able to adapt to changing market conditions/customer needs.
- Able to comfortably engage with all levels of the organisation.
- Technical Proficiency: Comfortable using CRM and other sales tools.

## 3

### Desired Skills and Qualifications:

- Experience with Sage Line 50 or similar accounting software.
- Familiarity with Salesforce CRM or equivalent.
- Proven experience in sales, preferably in a field sales role.
- Willingness to travel extensively within the assigned territory.
- Ability to analyse sales data and market trends to inform strategies.
- Proficient in delivering product presentations and demonstrations.
- Desired but not essential; Familiarity with the industry/products.
- A full clean UK driving license.

# EMPLOYEE BENEFITS



Competitive Salary



Workplace Pension



Commission Structure



Generous Annual  
Leave Entitlement



Company Car or Car Allowance  
(Negotiable)



Expense  
Reimbursement



Opportunities for Professional  
Development & Career  
Progression



Supportive Work  
Environment

## HOW TO APPLY

If you are a motivated individual with a passion for sales, we encourage you to apply for this exciting opportunity.

Please send your CV and a cover letter detailing your relevant experience to Jamie Berry on [jamie@beninca.co.uk](mailto:jamie@beninca.co.uk).

Join our team and help us continue to deliver exceptional service and value to our customers. We look forward to hearing from you!

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