



# INTERNAL SALES MANAGER

(MCS UMBRELLA)



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# SUMMARY

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The Kensa Group represents award-winning British engineering at its finest - the UK's leading manufacturer of ground source heat pumps (Kensa Heat Pumps), and the UK's pioneer of their mass-scale installation (Kensa Contracting).

The Kensa Group is transforming how Britain's heat their homes, delivering a 21st century alternative to the gas grid.

After over two decades of connecting people to cleaner, greener, and more affordable heat, we are looking for someone to manage & develop an internal sales team. This will enable us to extend our network and reach to new installers entering the heat pump market.

You will manage & develop a new internal sales team, helping us engage with every home and business where heating and cooling needn't cost the earth. Together, we will meet the UK's ambition to install 600,000 heat pumps every year by 2028, and be net zero by 2050.



# OVERVIEW

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As an Internal Sales Manager for Kensa Heat Pumps, your goal will be to build, establish & maintain strong working relationships with installers emerging in the ground source heat pump industry.

With a multitude of award winning products and a 'soon to be launched' national training programme for new installers, you will have the appropriate tools to help you realise these goals.

Your success will expand the Kensa Heat Pumps national reach - helping thousands of people to reduce their energy costs and the UK to achieve its net zero carbon targets - while simultaneously resulting in a rewarding and inspiring career, fostering a successful Sales team in parallel with the growth of the business you help to build.





# BENEFITS

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To facilitate your success as an Internal Sales Manager, we will provide a supportive, friendly and collaborative environment. The ethos within Kensa Heat Pumps encourages people looking for opportunities to progress.

We also offer the pivotal opportunity for you to make a significant contribution to the safeguarding of our environment, saving the planet one heat pump at a time.

At a grass roots level, we welcome you to a culture of incredibly hard-working, knowledgeable, inspiring, committed, enthusiastic, and passionate people.

We expect a lot from our staff, because we expect a lot from our industry's potential - we are all committed to the UK's 2050 path to net zero carbon, and are determined to achieve that goal, but we also want to enjoy the journey together.

- Competitive salary: £35,000 - £40,000 base  
Dependent on qualifications and experience.
- Uncapped bonus scheme: Company performance related pay plan with an OTE of 112% of base salary.
- Pension: Automatic enrolment into Kensa's company pension scheme.
- Annual Leave: 25 days leave increasing to 30 days leave after 5 years service.
- Working environment: This role is predominantly office based, although there can be some flexibility around home working from time to time.
- Office culture: Aside from a fully-stocked sweet cupboard, we ensure you are well-stocked and have all of the technology and equipment you need to perform at your best.
- Social events: Work hard, play hard, we love to host regular Kensa parties for staff and their families, and in recent times when we haven't been able to get together in person, we do all we can to keep spirits high.
- Growth: Your development is important - we encourage and help with development including internal and external courses, learning, study and software support, all bespoke to you.
- Wellbeing: Free 24/7 access to an independent and confidential Employee Assistance Programme for you and your immediate family.
- Health: Cycle to Work Scheme to help lower your carbon footprint whilst boosting endorphins and your health.
- Private Health Insurance available after one year of service.

# REQUIREMENTS

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We are looking for someone that can create & manage a dedicated sales team focusing on Kensa Heat Pumps MCS Umbrella offer, securing orders for new installers entering the sector who require that initial support. As well as new business, you will be working with existing customers, maintaining commercial relationships, managing and securing repeat business and developing additional opportunities with the existing client base.

To be seriously considered for this role, please have the following in regard to:

## EXPERIENCE

At least 3 years in a similar sales role with comparable goals and responsibilities, or a role with transferable skills and responsibilities.

## CHARACTERISTICS

Approachable, adaptable and passionate about the renewable industry. First class customer service and CRM management. Desire to succeed and establish, develop & manage a new sales team of like minded individuals. Good leadership and management background.

You are a quick learner and not averse to change. You are a strong critical listener, and work well as part of a small team as well as autonomously.

## SKILLS

- You are able to manage all aspects of a dedicated sales team.
- Manage the development of your team including recruitment of new staff when required.
- Good leadership skills.
- You should understand traditional sales disciplines and customer care.
- You are highly skilled in IT, particularly Excel and Word.
- You are familiar with CRM systems and adept at maintaining customer information.
- You have a good understanding of the renewable industry and the routes to market.
- You will know how to develop new customers and create strong business relationships.
- You are able to identify process inefficiencies and opportunities.
- Good communication skills are vital, including presentations to various audiences.
- Good ability to communicate both technical and commercial elements of the GSHP proposal.

# RESPONSIBILITIES

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As one of Kensa's Internal Sales Managers, you'll continually develop the skills, knowledge and success of yourself and your team.

As the manager of a dedicated sales team, you will be influential in shaping and growing the MCS umbrella network of installers across the UK.

You'll be responsible for:

- Developing a dedicated MCS umbrella sales team
- Managing the day to day running of our MCS umbrella sales team.
- Managing the team to identify suitable ground source heat pump projects.
- Managing the team to identify potential customers & present the advantage of using Kensa Heat Pump products.
- Engaging in initial conversations with clients, architects and installers.
- Preparing detailed ground source heat pump quotations and proposals.
- You will be responsible for growing our network of approved installers.

A full list of responsibilities is overleaf.

## WORKBASE

This role will be based at Kensa offices in Exeter.

## REPORTING STRUCTURE

- Initially reporting to the Sales Manager.
- Responsible for a sales team.

## APPLY NOW

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Apply online here:  
[thekensagroup.com/kensa-job-vacancies/](https://thekensagroup.com/kensa-job-vacancies/)

Or send a copy of your CV and a covering letter to:  
[jobs@thekensagroup.com](mailto:jobs@thekensagroup.com)



- Working collaboratively within an industry leading sales team.
- Working with other front-end departments to build strong, supportive relationships with new installers coming into the industry.
- Identify potential clients, make contact and arrange meetings. Present the advantages of using Kensa heat pumps & assist clients with identifying suitable projects.
- Engage in initial conversations with clients, architects and stakeholders with full details recorded on our CRM system.
- Gather construction information about existing or planned properties using a variety of resources including architects plans, engaging with clients, on line mapping, EPC register and project research.
- To prepare and submit quotations for clients.
- To update quotations once detailed design and sub-contractor quotes are in to confirm project viability and cross check the assumptions made at initial pricing.
- To follow up quotations, answer customer queries providing evidence where necessary.
- To convert quotations to order and manage hand over process to our Technical and manufacturing team.
- To feedback to marketing team and assist with development of PR and case study materials.
- To maintain CRM system.
- To work cooperatively and provide support as required for all companies in the Kensa Group.
- To undertake training and assist in training other member of staff as required.
- To attend and lead various shows, exhibitions and permanent stands across the UK
- To build a comprehensive knowledge of Kensa products and to keep updated with changes in product design and application.
- To have a thorough and methodical approach to gathering data from various sources.
- To have excellent knowledge of Excel working confidently with various spreadsheets and undertaking data entry.
- Ability to manipulate data and interrogate utilising formulas.
- To be reliable, punctual and structure their own schedules to meet deadlines.
- Good communication skills are vital, including presenting to various audiences.
- Proactive approach to account/customer management.
- Ability to communicate both technical and commercial elements of the GSHP proposal.
- Provide compelling arguments for the use of GSHP's in both new build and retrofit applications.
- To manage workload and prioritise responses accordingly
- Support the Director of Sales and the Department's needs as required.
- To be a positive ambassador of Kensa at all times.
- To work at all times in accordance with the Health & Safety at Work Act 1974 and to follow all company procedures and guidelines which assist this.
- Whilst working at external sites comply with all on site health and safety procedures and guidelines applicable to that site.
- To work at all times in accordance with the company's Dignity & Diversity Policy.
- To undertake such other duties as may be required within the general scope of the job



# Kensa Heat Pumps

A KENSA GROUP COMPANY

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This job description and benefits may be subject to change, in consultation with the postholder, in response to new circumstances.

Kensa are an equal opportunities employer and are committed to providing a working environment that is free from all forms of discrimination and where all employees are treated with dignity and respect.

Please see our Equal Opportunity, Dignity and Diversity Policy for further information.