



# KEY ACCOUNTS SALES MANAGER



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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, Kensa now advises many government departments and leading companies on the use and suitability of heat pumps in different applications and has become well known within the market for its honest and straightforward advice.

Kensa Heat Pumps Ltd, part of the wider Kensa Group, was established in 1999. The company manufactures and supplies ground source heat pumps for residential and commercial buildings and currently has 40% UK market share.

The Kensa Group operates over two main sites, one in Truro, Cornwall and one in Exeter, Devon. We have a number of employees based remotely. We expect this role to be based at a home office (Kensa will provide a laptop and a mobile phone) but will frequently involve travelling. You will also be required from time to time to travel to either of the two main offices to attend meetings.



# OVERVIEW

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As Key Accounts Sales Manager for Kensa Heat Pumps, your goal will be to increase Kensa's volume sales across the UK heating market through strategically important customers.

Building, establishing & maintaining strong working relationships with main contractors, installers & modular construction companies working within the ground source heat pump sector.

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 Key Accounts Sales team in parallel with the growth of the business you help to build.

Together, we will meet the UK's ambition to install 600,000 heat pumps every year by 2028, and be net zero by 2050.





# BENEFITS

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To facilitate your success as Key Accounts 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: £45,000 - £50,000 base dependent on qualifications and experience (OTE £50-£56k)
- Uncapped bonus scheme: Company performance related pay plan with an OTE of 112% of base salary
- You will be provided with a company car.
- 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: The role is likely to be home office based with extensive time working away from home. Regular meetings expected at our main Exeter sales office.
- Private Health Insurance available after one year of service.
- 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.

# REQUIREMENTS

We are looking for someone that can create & manage a dedicated sales team focusing on Kensa Heat Pumps key accounts. The postholder will:

- Maintain & enhance existing key account relationships.
- Find and develop new key accounts to increase volume heat pump sales throughout the UK.
- Manage a UK team of Area Sales Managers responsible for delivering the above outcomes.
- Present the technical, practical and commercial case for the installation of Kensa Ground Source Heat Pumps.

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

## EXPERIENCE

- A proven technical sales track record ideally within the H&V, renewables or building services industry.
- Demonstrable knowledge of renewable heating systems, as well as a good understanding of government policy.
- Well developed interpersonal and sales skills with the ability to influence decisions at a senior level.
- Demonstrable experience in developing/managing a pipeline of prospects to achieve results.

## PERSON SPECIFICATION

- Ideally degree level education.
- Good attention to detail.
- Ability to work to deadlines.
- Enthusiastic with a "can-do attitude.

## CHARACTERISTICS

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

## 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 proficient at sales reporting.
- 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 Kensa's Key Account Sales Manager, you'll continually develop the skills, knowledge and success of yourself and your team.

You will manage a dedicated sales team and be influential in shaping and growing our Key Account portfolio of clients across the UK.

You'll be responsible for:

- Developing, recruiting and managing a dedicated Key Accounts Sales Team.
- Identifying suitable ground source heat pump projects.
- Managing the team to identify & develop potential customers & present the advantages of using Kensa Heat Pump products.
- Engaging in initial conversations and presentations with clients, architects, installers and contractors.
- Preparing detailed ground source heat pump quotations and proposals.
- Growing our network of large volume customers.
- Preparing detailed proposals for framework submissions.

A full list of responsibilities is overleaf.

## WORKBASE

This role will be based from home with frequent sales meetings at Kensa offices in Exeter and Truro.

## REPORTING STRUCTURE

- Reporting to the Sales Director.
- Responsible for a national sales team & bid writers.

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 main contractors and 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 developments using a variety of resources including architects plans, engaging with clients, on line mapping, EPC register and project research.
- To prepare and submit proposals for clients.
- To agree final proposal based on detailed understanding of clients design & product application in conjunction with our technical support teams.
- 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.
- Excellent communication skills are vital, including both written and verbal in English.
- 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 Sales Director with detailed reporting for monthly board meetings.
- To support and manage your team inline with Kensa's HR policies.
- 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.