



Kensa Contracting  
A KENSA GROUP COMPANY

# Regional Sales Manager – Domestic



# GENERAL SUMMARY

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 and businesses, delivering a 21st century alternative to the gas grid. With over two decades of proven expertise in low carbon technology, we want to connect people in homes and businesses across the UK to cleaner, greener, and cheaper heat. Together, we will meet the UK's ambition to install 600,000 heat pumps every year by 2028 and be net zero by 2050.

# ROLE OVERVIEW

To develop Kensa Contracting Ltd: KCL capability in the domestic GSHP sector, developing opportunities for the technology and working with clients to develop feasibility reports demonstrating the Kensa solution as the best value proposition for the replacement of fossil fuels in both new build and existing commercial buildings.

This role comes with the opportunity to build your own sales team whilst developing and increasing Kensa's sales pipeline and subsequently securing both JCT and NEC contracts via various means including, contacting new clients, delivering CPDs and presentations on the benefits of ground source heat pumps to a wide range of stakeholders including local authorities, developers, consultants, M&E Engineers, Architects and representing Kensa at trade shows.

Support the development of your team to identify potential projects, having technical client meetings, producing initial feasibility reports, and managing the process from design order to final fixed quotations. Responsible for negotiating contracts and contract terms favourable to Kensa and manage handover of project to the design and project management team ensuring scope, costs and margins are accurately reported.



# ROLE BENEFITS

To facilitate your success as a Regional Sales Manager, we will provide a supportive, friendly and collaborative environment. The ethos within Kensa Contracting encourages people looking for the opportunity to progress.

We also offer the pivotal opportunity for you to make a significant contribution to the deployment of a 21<sup>st</sup> century equivalent to the UK gas network, ensuring millions will benefit from cleaner air, improved home comfort all year round and above all, affordable heating.

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. The opportunity to join the UK's leading GSHP brand with predicted 2023 market share of 60%\* cannot be understated. With a unique client proposition, support from industry pioneers and continued growth expected, there will never be a better time to join the team.

(\*Bsria data)

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**Competitive salary:** Negotiable dependent on qualifications and experience.

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**Uncapped bonus scheme:** Company performance related pay plan with an OTE of 112% of base salary (uncapped). Plus, individual uncapped bonus scheme.

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**Pension:** Automatic enrolment into Kensa's company pension scheme.

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**Holiday:** 25 days holiday increasing to 30 days holiday (plus bank holidays) for 5+ years' service. Option to purchase 5 additional days or sell back 5 unused days.

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**Flexible working environment:** We understand the benefits of flexible working conditions to meet the demands of your role, so we can accommodate a blend of working from home and office based.

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**Office culture:** We strive to have a collaborative and open-door approach throughout the company and have all the technology and equipment you need to perform at your best. This includes setting up home offices.

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**Social events:** Work hard, play hard. We love to host regular Kensa parties for staff and their families. From last year spending the weekend in Newquay and this year a weekend event in the Devon countryside.

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**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.

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**Wellbeing:** Free 24/7 access to an independent and confidential Employee Assistance Programme for you and your immediate family.

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**Health:** Private Health Insurance available after one year of service.

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**Active:** Cycle to Work Scheme to help lower your carbon footprint whilst boosting endorphins and your health

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**Company Car:** We offer a generous, company car scheme and will provide all BDEs with a fully expensed battery electric vehicle. This demonstrates our commitment to be a leading environmental company.



# ROLE REQUIREMENTS

We are looking for an experienced Sales Manager to support and develop the sales team. You will be focusing on the Domestic markets in both the public and private sectors, in retrofit and new-build. Experience of selling volume heat pump solutions is not critical, but would be an advantage to the successful candidate in order to hit the ground running. The technical ability to consult with customers and support contract negotiations for your team will be at the heart of the job.

## EXPERIENCE

- A proven solution sales background within heat pumps and preference to ground source.
- Demonstrable knowledge of renewable heating systems, including installation programmes and critical programme risk awareness.
- Well developed interpersonal and sales skills, with ability to influence decisions at all levels.
- Good knowledge of current commercial contracts employed and the skill set to review and negotiate these.
- Rounded knowledge of the current government targets and policies, regarding heat pumps and potential competitor alternatives.

## EDUCATION

- Ideally a Degree-level business or management qualification, or demonstrable in post experience.

## CHARACTERISTICS

- Approachable, adaptable and passionate about the Renewable industry. First class customer service and CRM management. Desire to succeed, developing people, manage and grow a sales pipeline that can deliver the growth aspirations of the company. Excellent consultative skills are essential.

## ESSENTIAL SKILLS

- Good ability to communicate both technical and commercial elements of the GSHP proposal and installation.
- Managing a team to strive and hit targets, while developing them.
- Good written and verbal communication skills are vital, including presentations to various audiences.
- Ability to manipulate and review data sources, to inform on market trends and forward planning.
- Provide compelling arguments for the use of GSHP's in both commercial new build and retrofit applications.
- You should understand the full sales cycle and sales techniques.
- Proactive approach to account/customer management.
- Be reliable, punctual and structure their own schedules to meet deadlines.
- Understand the forms of contract used within our industry and be able to confidently negotiate, with the interest of the company.

# ROLE RESPONSIBILITIES

- Identify market trends and opportunities, compile the information and help with the preparation of business and marketing plans.
- Develop plans for each of the team members to be able to actively target key client focuses for the company, such as moving quickly to capitalise on relevant funding applications and short notice market opportunity.
- Engage in initial conversations with key account clients, determine the nature of the account and the support they will need and delegate it to a team member, depending on experience and area.
- Interrogate and take off from drawings showing construction details including floor plans, layouts of existing heat and hot water infrastructure, site access, proposed heat pump locations and proposed borehole locations.
- Gather construction information about existing or planned developments using a variety of resources including architects plans, engaging with clients, online mapping, site surveys and project research to support the Estimating and Design Teams.
- Provide support to your team with delivery of CPD presentations to clients and specifiers. Identifying and developing relevant training for the team when needed.
- Review and develop the current feasibility reports and quotations for clients.
- Manage the process from when a design order is received, to the completion of the design and production of the final pricing document for contract, by collaborating with the sales, design and operational teams involved.
- Attend follow up meetings with your team once initial feasibility reports have been sent, identify if the approach was correct and where we may need to support the team further within the sales process.
- Negotiation of contract and payment terms with clients, including all aspects of the traditional contracts but primarily JCT, will need to understand the terms and key areas that the company will need to be protected and careful but firm negotiation is needed.
- Help the sales team to convert feasibility reports through to design orders and on into final quotation documents. Managing the hand over process to design and delivery teams with overall responsibility for margin attainment targets.
- Review and maintain the teams sales pipeline and attend regular pipeline update meetings, hold regular pipeline update meetings with the sales team.
- Represent the company at sales orientated events, trade shows, conferences and the like, and speak or present at certain events for the company.
- To be a positive ambassador of Kensa at all times.
- To work at all times in accordance with the company's Dignity & Diversity Policy.

## WORKBASE

This role will be home based, but with the opportunity to work from the Bradford, Exeter, or Truro offices. However, travel within your region whilst supporting your team will likely be frequent. From time to time, you will need to travel between the regional offices for monthly regional meetings, training, and company events.

## REPORTING STRUCTURE

You will be reporting to the Director of Sales Domestic.



# DETAILED DUTIES & RESPONSIBILITIES

- Working collaboratively within an industry leading sales, design and delivery team.
- Working with internal stakeholders to ensure that the voice of the customer remains a key priority.
- Managing your teams pipeline to build strong, supportive relationships with LA's, designers, architects, developers and national construction firms, in line with the company targets and goals.
- Ensuring our system processes are being followed and used to the full potential.
- To manage and develop your own training needs along with the needs of your team members with the support of your line manager and HR functions.
- To work collaboratively and provide support as required for all team members within KCL and the the Kensa Group.
- To undertake training for company and personal development.
- To attend site meetings, CPD's, client meetings and KCL company meetings when required.
- To build a comprehensive knowledge of industry funding opportunities, understand who is actively seeking funding, who has funding and who has projects coming up for tender, build on this and become an advocate for it, providing support to local authorities seeking funding.
- To build a comprehensive knowledge of Kensa and competitor products and to keep updated with changes in product design and application.
- To build a comprehensive knowledge of competitor market and ranges, including manufacturer but more importantly direct competition.
- To have a thorough and methodical approach to gathering data from various sources, then reviewing and interrogating it, with a view to reporting and informing the senior team.
- To have excellent knowledge of Excel, working confidently with various spreadsheets and undertaking data entry.
- To be reliable, punctual and structure their own schedules to meet deadlines, while supporting the staff.
- Excellent communication skills are vital, including both written and verbal in English.
- Proactive approach to account/customer management.
- Ability to communicate technical, commercial and financial benefits and elements of GSHP proposals.
- Provide compelling arguments for the use of GSHP's in both Retrofit and new build applications.
- To manage workload and prioritise responses accordingly, support and train the team to do the same.
- Support Line manager and provide monthly reporting and forecasting, market analysis and performance reports.
- Always be a positive ambassador for Kensa.
- 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

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.

APPLY ONLINE HERE:

[Thekensagroup.com/kensa-job-vacancies](https://thekensagroup.com/kensa-job-vacancies)

OR SEND A CV AND A COVERING LETTER TO:

[jobs@thekensagroup.com](mailto:jobs@thekensagroup.com)