



Kensa Heat Pumps  
A KENSA GROUP COMPANY

# Director of Sales



# 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), the UK's pioneer of their mass-scale installation (Kensa Contracting) and innovative infrastructure asset company (Kensa Utilities).

The Kensa Group is transforming how Britons heat their homes, 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

We are seeking an experienced and results-driven Director of Sales to lead and grow our B2B heat pump business in the volume, commercial and industrial, and new-build sectors.

The successful candidate will be responsible for developing and implementing sales strategies, identifying new market opportunities, and building strong relationships with customers, specifiers, and contractors.



# ROLE BENEFITS

To facilitate your success as a Director of Sales, we will provide a supportive, friendly and collaborative environment. The ethos within Kensa 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 21st 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.

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**Competitive salary:** £60,000 - £80,000 base.  
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.

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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.

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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 ensure you are well-stocked and have all the technology and equipment you need to perform at your best.

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**Social events:** Work hard, play hard, we love to host regular Kensa parties for staff and their families.

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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.



# ROLE REQUIREMENTS

We are looking for an experienced Director of Sales to drive growth of commercial (business to business) heat pump sales. You will lead the growth of B2B sales to volume, non-domestic and premium new-build customers. Experience of selling 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 the sales process will be at the heart of your job.

## EXPERIENCE

- Proven track record of success in sales and business development, preferably with experience in the non-domestic heat pump or new-build sectors or a related industry.
- Track record of developing and implementing compelling customer propositions and associated sales strategies
- Experience of building and managing a sales organisation focussed on B2B sales
- Demonstrated ability to develop and implement sales strategies, analyse market data, and achieve sales targets
- Good knowledge of heat pump technology and applications would be advantageous

## EDUCATION

- Bachelor's degree in Business, Engineering, or a related field; advanced degree preferred.

## CHARACTERISTICS

- Entrepreneurial Leader
- Creative problem-solver
- Strong communicator and motivator
- Driven and tenacious pursuer of sales

## ESSENTIAL SKILLS

- Excellent negotiation, communication, and interpersonal skills, with the ability to build and maintain relationships with diverse stakeholders.
- Strategic thinking and planning, critical thinking and problem-solving
- Expert in all aspects of sales cycle and able to train and coach others.
- Network and relationship building.
- Bidding, quoting, negotiating and closing sales contracts and framework agreements.
- Building and management of a sales pipeline.
- Understanding of marketing techniques and approaches.
- Familiarity with relevant regulations, standards, and certifications, such as MCS.
- Ability to travel domestically and internationally as required.

## DESIRABLE SKILLS

- Comfortable working with CRM & Office IT software.

# ROLE RESPONSIBILITIES

As Director of Sales, you will be responsible for the growth of Kensa Heat Pumps sales to installation businesses and property developers in the non-domestic and domestic markets.

Your scope will encompass volume installers, non-domestic installers, merchants and premium new-build developers. You will grow and lead a team to establish Kensa Heat Pumps as a market leader in these segments, growing the market for GSHP and establishing Kensa Heat Pumps as the UK market leader in non-domestic GSHP installations.

- Identify and evaluate new business opportunities, conduct market research, and develop market entry strategies.
- Develop and implement customer propositions and sales and marketing strategies and plans to deliver aggressive growth targets, working closely with R&D to ensure we have the right products for the target markets.
- Provide market intelligence and insights on customer preferences, emerging trends, and competitive pricing to inform product development and marketing strategies.
- Define and implement a plan to grow the non-domestic customer-base, including training and technical support on GSHP technology, installation and sales.
- Build and maintain strong relationships with key customers, specifiers, and contractors.
- Drive relentless focus on ensuring the best customer experience for direct customer businesses and end users.
- Work with Kensa Marketing & Advocacy teams to influence a beneficial policy and market environment.
- Stay up-to-date with relevant regulations, standards, and best practices in the heat pump industry, ensuring full compliance with legal and ethical standards.
- Attend trade shows, industry conferences, and customer visits to build relationships, showcase products, and identify potential business opportunities.
- Prepare and present sales reports, forecasts, and budgets to KHP Board, highlighting key performance indicators and impl sales initiatives.
- Train and mentor the sales team, providing guidance, support, and performance feedback to drive individual and team success.

## WORKBASE

This role could be based at Kensa offices in Truro, Exeter, Bristol, or Bradford. Hybrid working is recommended for this role.

## REPORTING STRUCTURE

You will report directly to the Kensa Heat Pumps Managing Director.

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)