

Sales Engineer

Hybrid / Remote - Newark based role

To lead sales and market expansion of Aarsleff Ground Engineering's Endura-Line product range, including piling tools, tooling systems, and related manufactured solutions. The role focuses on identifying and converting new and existing business opportunities across the UK, with a strategic plan to expand into mainland Europe. The role holder will be responsible for generating enquiries, building relationships, quoting, and closing sales with contractors, ground engineering firms, and other relevant sectors

KEY RESPONSIBILITIES

- Develop and implement a targeted sales strategy for Endura-Line and tooling products.
- Identify and pursue new market sectors and customer segments.
- Generate and quote enquiries, managing a pipeline of qualified leads, quotes and sales opportunities.
- Conduct client visits, deliver presentations, and perform product demonstrations.
- Collaborate with internal teams (fabrication, engineering, logistics) to ensure customer satisfaction.
- Attend industry events, exhibitions, and networking opportunities.
- Provide market feedback to the Plant Director on trends and customer needs.
- Support marketing efforts with technical input and case studies.
- Ensure all tasks on site are carried out safely and in accordance with company Health and Safety, Quality and Environmental policies, Integrated Management System and method statements.
- To work as part of a team.
- Communicate effectively and professionally, representing the company with integrity.

KPIs

- Number of qualified enquiries generated per quarter.
- Achievement of monthly revenue and sales targets.
- Conversion rate from enquiry to sale
- Revenue growth from Endura-Line and tooling products.
- Customer retention and satisfaction scores.
- Expansion into new sectors or geographic regions.
- Number of client visits and presentations conducted.
- Contribution to marketing content (case studies, testimonials, etc.)

HOW TO APPLY

Written applications to:

FAO HR
Aarsleff Ground Engineering, Hawton Lane,
Balderton, Newark, Nottinghamshire, NG24 3BU

Email: recruitment@arsleff.co.uk
Phone: 01636 611 140

*It is the policy of Aarsleff Ground Engineering Ltd to comply with all relevant legislation regarding Equal Opportunity and Diversity.



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PERSON SPECIFICATION

- Proven experience in technical sales within construction, ground engineering, or tooling.
- Ability to work remotely and independently
- Strong understanding of piling equipment and site operations.
- Excellent communication and interpersonal skills.
- Self-motivated, proactive, and results driven.
- Able to travel across the UK and Europe as required.
- Commercially astute with strong negotiation skills.
- Organised and able to manage multiple priorities.
- Professional, approachable, and team oriented.
- Demonstrates a solid one team approach and "can do" attitude.

QUALIFICATIONS

- Minimum 2 years' experience in a technical sales role.
- Background in civil engineering, construction, or mechanical engineering preferred.
- Full UK driving licence.
- Experience with CRM systems and sales reporting tools.
- Familiarity with European markets is a plus.

BENEFITS

- Car Allowance or Car
- Medical Cash Plan
- Bonus Scheme
- Service Related Holidays
- Pension
- Life Assurance



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