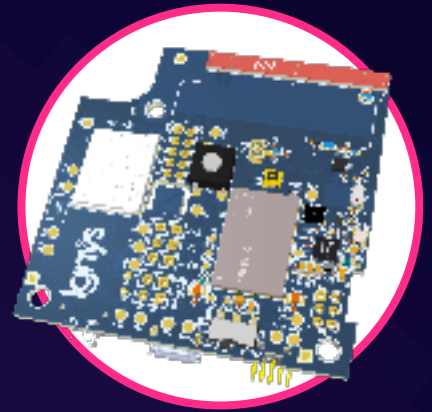


Sales Executive

We're looking for a proactive Sales Executive with a technical understanding to seek out new business opportunities, engage with engineering decision-makers, and open doors to high-value projects.

OTE - £30k p/a



Company bonus structure
EV car scheme
Private health cover
25 days annual holiday
Holiday purchase scheme

Key Responsibilities

- Proactively identify and engage with new B2B leads in sectors such as IoT, medical, industrial, and consumer electronics
- Proactively identify and engage new business opportunities
- Book introductory meetings for the Head of Commercial with qualified prospects, ensuring conversations are targeted, timely, and aligned with business needs
- Serve as the first point of contact in the sales process, delivering a confident, value-led introduction to the company's technical capabilities
- Maintain detailed records of outreach and meeting progress in the CRM and support ongoing lead nurturing activity
- Research prospects to understand their product roadmap, development challenges, and buying behaviour
- Build and manage a pipeline of qualified opportunities using CRM tools
- Collaborate with marketing to align messaging, campaigns, and prospecting strategies
- Report on KPIs, forecast sales, and contribute to growth strategy discussions

Candidate Skills

- Proven B2B sales experience, preferably in electronics, embedded systems, or technical consultancy
- Strong ability to identify and target relevant prospects
- Strong communication skills with the ability to understand and explain technical concepts
- Comfortable selling to engineers, CTOs, project managers, and procurement teams
- Familiarity with consultative sales approaches and longer technical sales cycles
- Highly organised, self-motivated, and target-driven
- Ability to build rapport quickly and represent the company professionally in remote or in-person settings.
- Proficient in using IT systems including Microsoft Office Suite, CRM platforms and video conferencing tools.

Nice to haves

- Background/knowledge of electronics/engineering/product development

Contact us today to find out more

recruitment@ignys.com • 0115 772 2825 • ignys.com

