



Boplan United Kingdom – Sales Account Manager (Midlands)

External Sales Account Manager (Midlands England)

Boplan® is a Belgian company that has been developing and manufacturing innovative and sustainable safety solutions for industrial environments and sporting events for more than 25 years. Active in over 80 countries, Boplan protects people, vehicles, buildings, and infrastructure worldwide in sectors such as logistics, manufacturing, petrochemical and chemical industries, cold storage, and airports.

Our mission is to create the safest industrial workplaces in the world.

With 320 employees, 10 sales offices across Europe, North America, and Japan, and a network of 50 distributors, Boplan offers complete safety solutions that meet the strictest international standards. Our products and technologies are globally recognised as the benchmark for industrial safety.

At Boplan, you will find a young and dynamic company culture where a no-nonsense approach goes hand in hand with enthusiasm, ambition, and a drive for innovation.

As a talented and pro-active sales person, you are a major part of our strong front team, which is the first to enter the field. Through your lived passion and convincing communication, you ensure that others join in our story and become enthusiastic ambassadors for the long term. You create new routes and maintain the existing ones. Your fieldwork generates numerous opportunities on various fronts, contributing to the growth of the organisation and the team. You make the touchdown where others can't get through the defence.

Key Responsibilities

The Sales Account Manager is a full-time role. This role is responsible for managing and growing a portfolio of customer accounts (Acquisition work is a critical skill), building long-term relationships, and ensuring a high level of customer satisfaction. Day-to-day tasks include identifying and qualifying new leads, conducting sales presentations and product demonstrations, preparing proposals, and negotiating contracts. The Sales Account Manager will collaborate closely with internal teams to ensure smooth order processing, timely delivery, and effective after-sales support. The role also involves monitoring market trends, attending industry events when required, and reporting on sales activities and performance to support business growth in the UK market.

Qualifications

- Strong account management and customer service skills, with the ability to build and maintain long-term relationships.
- Experience in customer satisfaction and communication, including managing expectations and resolving issues effectively.
- Proven ability in lead generation and sales development within a B2B or industrial environment.
- Excellent verbal and written communication skills, including confident presentation and negotiation abilities.
- Previous experience in safety products, industrial equipment, or manufacturing sectors is an advantage.

- Ability to work in a Hybrid role, manage a sales pipeline, and meet or exceed sales targets.
- Strong organizational and time management skills, with proficiency in CRM systems and office software (MS Teams, SharePoint, MS Office, Dynamics 365, MS Navision)
- Relevant education in business, sales, engineering, or a related field, or equivalent professional experience.

A Dynamic Role

As a Sales Account Manager, you will be responsible for driving commercial growth within your region. You will achieve this by building and maintaining high-quality, long-term relationships with customers.

Your customer base mainly consists of leading companies in retail, logistics, manufacturing, and industry. You will optimise relationships with existing customers, follow up on leads, and actively develop a local network through prospecting.

You will be responsible for the entire sales process from A to Z:

- Lead follow-up
- Customer consultation and advice
- Quotations and order management
- Delivery coordination
- Installation follow-up
- After-sales support
- You will be involved in every stage of each project and ensure excellent customer satisfaction.
- Quotations and order management
- Delivery coordination
- Installation follow-up
- After-sales support

You will be involved in every stage of each project and ensure excellent customer satisfaction.

Operating at the Highest Level

Working for Boplan means working for the market leader and a strong challenger in the UK.

Everything we do revolves around quality. Whether it is conducting professional, solution-focused sales conversations, preparing and following up quotations, participating in trade fairs, or maintaining the CRM system, we are committed to doing things right.

This role requires professionalism, ownership, and a strong sense of responsibility.

One of the most attractive aspects of the position is the variety of customers and industries you will work with. Your key contacts will typically include:

- Safety Managers
- Operations Managers
- HQSE Managers
- Procurement Managers

- Facility Managers
- Maintenance Managers

In Practice

This position offers considerable freedom and opportunity for personal initiative.

- You will work from your home office (Depending on region).
- You will manage your own schedule and appointments.
- One day per week is designated as an office day.
- On the remaining days, you will visit clients, prospects, and project sites.
- You will report directly to the General Manager (UK / Ireland).

Your profile

Our New Colleague

We are looking for someone who is:

- Optimistic, energetic, and proactive
- Experienced in sales, preferably within an industrial environment
- Technically minded, service-oriented, and quality-focused
- Entrepreneurial, with a strong sense of responsibility
- Hands-on and genuinely interested in workplace safety
- Living centrally within the designated region

Why Join us

Further develop yourself in an innovative and dynamic company that is growing rapidly.

A challenging and varied job where personal initiative is highly valued.

An inspiring career in a strongly collegial team atmosphere where open communication is key.

A modern working environment with easy accessibility.

And of course, an attractive salary with additional benefits such as

- company car
- 25 Days + 8 Statutory (Typically 5 Days allocated to Christmas from the 25 Days)
- pension - Basic NEST Scheme (Auto enrolment)
- incentive Scheme Market competitive
- mobile phone
- laptop