

Job Title: Technical Sales Manager
Reports to: Sales Director
Salary: Negotiable depending on experience
Location: Office based (Lewes)

Hanover Displays Limited is a worldwide, leading manufacturer of passenger information systems for the public transport industry. Hanover's product design, development and manufacturing is carried out at our head office in Lewes, East Sussex. In addition, Hanover has subsidiary companies in Europe, North America (which includes a manufacturing facility) and Australasia, as well as partnering agents throughout the world. Global sales are now > £ 70m with approximately 350 employees worldwide.

Hanover has enjoyed significant growth in recent years, and we are now rolling out a Cloud-based software platform which will enable our customers to remotely monitor and update Hanover equipment on their buses in real time.

To help us at this exciting time of growth and positive change, we are seeking an experienced salesperson who has a strong track-record of selling technology and SaaS solutions, ideally within the public transport industry. This important position has excellent potential to strongly influence the next phase of Hanover's growth as we transition to new technology platforms.

The remit will also include supporting our core sales teams on more complex technical tenders and requests, as well as sales of new "integrated" products (e.g. bus stop displays) which will require a good level of understanding across both hardware (electronics) and software systems and interfaces.

The successful candidate will need to demonstrate excellent communication and collaborative skills as the role will require the ability to develop strong, supportive relations with multiple stakeholders both internally (primarily with Sales, Product Development and Technical Support) and externally, with new and existing customers.

The role will be UK-based although a degree international travel will be expected from time to time, for example, to attend industry exhibitions, support overseas sales staff with product training and customer visits.

A competitive salary package is available for the successful candidate (negotiable depending on experience).

Key Responsibilities	<ul style="list-style-type: none">• To take a key role in leading Hanover's technical sales activities, with a particular focus on our Hanover Cloud (SaaS) platform and more complex system sales.• Network and build strong relationships both internally and externally with end customers (public transport operators) to provide seamless transition from older to new generation products.• Arranging sales visits and product demonstrations; answering technical sales enquiries; administration of quotations, specifications & tender responses.• Work with our sales team and established customer base to help "on-board" customers to Cloud and other new product lines and provide them with on-going management and support.
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	<ul style="list-style-type: none"> • To increase technical sales across new products and platforms by identifying new customers and business opportunities. • To provide sales and progress reports on the status of Hanover Cloud customer roll-out • To keep informed of trends across the public transport industry and how new software and technology developments can help our customers. • To support the Sales Director in developing and implementing our technical and software sales strategy
Essential Requirements	<ul style="list-style-type: none"> • Extensive sales and customer management experience at a senior level • IT and Cloud technology experts with familiarity and proven track record of selling SaaS. • High aptitude and ability to quickly learn about Hanover's products, how hardware connects and communicates over serial, Ethernet and other industry standard communications networks. • Excellent knowledge of Cloud technology and the ability to communicate in clear and simple terms to both colleagues and customers on more technically complex points such as software functionality, hosting infrastructure and security. • High commercial acumen with good business analytical skills • Excellent communication manner with the ability to interact well with internal and external stakeholders to help smoothly introduce a significant change within a very well-established business and customer base. • Ability to prioritise and organise work and tasks in a dynamic and changing technical environment. • Self-motivated with initiative and a drive to succeed • Experience and knowledge of the bus industry
Desired Skills (but not mandatory)	<ul style="list-style-type: none"> • Some knowledge of electronics and on-vehicle electrical systems (troubleshooting, software/hardware) would be beneficial. • Foreign language skills (especially French, Spanish or German) would be useful.

Further information about our company and products can be found on our website:
www.hanoverdisplays.com

If you would like to apply for this position, please send your CV with a covering letter including your salary expectations to recruitment@hanoverdisplays.com