



Central Power Services Ltd
Garstang Road
Cloughton-on-Brock
Lancashire
PR3 0PH



0845 437 9750



central-power.co.uk



HIRE SALES MANAGER

Location: Midlands

Reports to: Sales Director

Employment Type: Full Time

COMPANY OVERVIEW

At Central Power Services, we specialise in generator hire, servicing, and sales across a broad range of industries. With a focus on reliability, safety, and exceptional service, we support our customers' power needs with high quality equipment and a committed team.

ROLE OVERVIEW

We are seeking a motivated and dependable Hire Sales Manager to grow our generator hire revenue. This role is key to driving sales, building and maintaining strong customer relationships, and developing new sectors and opportunities.

Key Responsibilities

- Plan and implement new sales and customer retention in line with targets set.
- Act as the first point of contact for customer issues.
- Manage and update sales opportunities daily with realistic probability percentages and clear reasons for lost/closed opportunities.
- Coordinate with the Service Office to ensure outstanding jobs are completed to support contract renewals.
- Maintain detailed competitor profiles including pricing, renewal dates, and current providers.
- Provide comprehensive information for new hire contracts including equipment details, site photos, safety risks, and other relevant data.
- Meet targets for calls, visits, quotes, and conversions. Track performance to stay aligned with sales targets.
- Raise quotes using the latest template, clearly transport and other requirements.
- Intervene in payment issues with appropriate contacts to resolve problems.
- Support the Line Manager and CPS team with contract and technical details as needed.



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SKILLS & EXPERIENCE

Essential:

- Proven experience in sales planning and implementation.
- Strong negotiation skills to secure best terms.
- Ability to manage and update sales opportunities with realistic forecasting.
- Experience in customer retention and handling customer issues.
- Familiarity with contract renewals, quoting procedures, and approval processes.
- Competence in competitor analysis (pricing, renewal dates, providers).
- Ability to develop customer relationships and identify upselling opportunities.
- Skilled in preparing comprehensive contract documentation (equipment details, site photos, safety risks).
- Experience in prospecting and customer visits.
- Proficiency in creating quotes using standard templates, including multi-year options and financial incentives.
- Ability to intervene in payment issues and resolve them effectively.
- Strong team collaboration and support for line managers and technical teams.

Desirable

- Knowledge or interest in power generation, engineering, or technical industries.
- Experience using CRM or sales tracking software.
- Familiarity with quoting systems or ERP software.
- Comfortable with field-based work and regular customer visits.
- Excellent interpersonal skills for building long-term customer relationships.

Why join Central Power Services

- Competitive salary based on experience and an exciting commission structure.
- A supportive team culture with training and development opportunities.
- A varied, fast paced role in a growing and respected business.
- Standard hours and out of hours additional earnings / benefits.
- 25 days annual leave, plus bank holidays.
- Optional company pension scheme.
- Optional company healthcare scheme.