

Work and Rescue Technical Sales Representative – Southern England

The Company

Lyon Equipment Limited is proud to be an employee-owned company. We are located adjacent to the M6 at Tebay, between the Lake District and Yorkshire Dales National Parks. Established in 1973, our mission is to provide equipment and expertise to allow people to 'venture further' within the work at height and rescue industries, cycle, outdoor and watersports markets. In addition to distribution, we design and manufacture our own Lyon branded products and provide technical training for the work at height and rescue industries.

We are seeking to appoint a Technical Sales Representative to join our growing Work & Rescue department. As leaders in the rope access, work at height and rescue markets we provide both equipment and training in these sectors and are a founder member of IRATA (Industrial Rope Access Trade Association). Our products are used in a wide range of industries including: renewables, construction, offshore oil and gas, railway infrastructure, entertainment industries, adventure parks, rescue services and military.

This is a new role aimed at expanding our customer base in the South of England.

Key responsibilities of the role

- Supporting the existing Work and Rescue department in achieving and exceeding sales objectives and optimising revenue.
- Developing a new sales territory and expanding our customer base in the South of England.
- Servicing and developing existing accounts in line with an evolving and dynamic department strategy.
- Direct administration of selected Work and Rescue accounts.
- Communicating and liaising regularly with the Work and Rescue and Training teams.
- Building and maintaining customer relationships through face to face, telephone and email contact.
- Maintaining an up-to-date knowledge of current product and performance standards, techniques and usage of both our ranges and those of our competitors.
- Providing practically based customer technical support and training on our product ranges.
- Assessing and advising on work solutions to provide safe systems of work at height.
- Organising and participating in product launches and other sales initiatives.
- Attending national and international trade shows and international supplier visits.
- Attending technical sales, sales strategy and product training meetings at our head office in Tebay, Cumbria.

What we need from you

Essential

- Experience of developing new business within a sales territory.
- Proven sales and negotiation skills.
- Have an understanding of risk assessments and method statements.
- Have excellent organisational skills.
- Be self-motivated and driven with the ability to work within a bigger team.
- Motivation to undertake personal training and development.
- Have prior experience using CRM software.
- Be proficient in using Microsoft Office.

Desirable (training will be provided):

- Knowledge of the market sectors we serve.
- Experience of work at height techniques in an industrial environment.
- Knowledge of Health and Safety legislation relating to working at height.
- Knowledge of Personal Fall Protection Equipment product performance standards.

Hours of Work

This is a full-time remote position which on average equates to 37.5 hours a week. We would expect the work to be carried out between Monday and Friday, however this position will require overnight stays and some weekend working.

The benefits include

- Commencing salary likely to be in the region of £34,000 to £40,000 per annum, dependent on experience.
- 30 days (or pro rata) holiday entitlement per annum including public holidays with loyalty increments (up to 5 extra days holiday or pro rata).
- Inclusion into our qualifying pension scheme.
- A friendly, contemporary and dynamic working environment with a strong focus on a good work/life balance.
- Upon successful completion of probationary period: invitation to join our healthcare scheme, generous trade and staff discount, free use of company loan kit (when available).
- Computer, tablet and mobile phone.
- Use of a company vehicle.

To apply

An application pack can be downloaded from the employment section on our website www.lyon.co.uk. Alternatively, please contact our HR department on 015396 26317 / hr@lyon.co.uk

Please return your completed application form (and accompanying cv if you wish) to hr@lyon.co.uk or if returning by post to:

Julia Aspinall
HR Manager
Lyon Equipment Limited
Units 3–7 Tebay Business Park
Old Tebay
Penrith
CA10 3SS

Closing date for applications: 12 noon, Friday 2nd May 2025

An initial Teams interview will take place: Monday 12th May 2025

Second office-based interviews will take place: Monday 19th May 2025