

Retail Sales Manager
National Role
Beijer Ref UK Limited

Beijer Ref UK is a leading refrigeration and air conditioning wholesaler, with branches throughout the UK and Ireland. We are committed to delivering exceptional service, high-quality products and industry-leading support to our customers.

We are looking for a Retail Sales Manager to join our sales team in a national role, focused on developing long-term partnerships within the retail refrigeration sector. This position plays a key role in driving installation growth, strengthening customer relationships and supporting our objective of increasing repeat business across the UK.

This role is central to ensuring our customers receive consistent, high-quality support while positioning our solutions as the preferred choice for retail refrigeration projects.

The Role

As Retail Sales Manager, you will be responsible for delivering profitable sales growth within the retail refrigeration sector through strategic account management and business development. You will work closely with refrigeration contractors, consultants and retail partners to identify opportunities, influence specifications and support successful project delivery.

Key responsibilities include:

- Developing and implementing a national sales strategy focused on installation and project-based growth within the retail refrigeration market
- Managing and developing relationships with key refrigeration contractors, consultants and retail partners
- Identifying and converting new business opportunities aligned with company objectives
- Engaging with consultants and design engineers to influence specifications at early project stages
- Understanding customer requirements and project pipelines to provide tailored solutions
- Negotiating commercial agreements, pricing structures and terms to ensure profitability and competitiveness
- Collaborating with suppliers, product teams and technical specialists to deliver value-added solutions
- Working closely with internal teams to ensure coordinated communication and service delivery
- Providing accurate reporting on sales performance, pipeline activity and key account development
- Monitoring market trends, competitor activity and upcoming projects to maintain competitive advantage
- Representing the company professionally at customer meetings and industry events
- Supporting the promotion of sustainable and energy-efficient solutions across the retail sector

Applications: recruitment@beijerref.co.uk - 01372 389221

This is a relationship-driven role that contributes directly to customer retention, sales growth and strengthening our position within the retail refrigeration market.

What We Are Looking For

- Proven experience in sales or account management within refrigeration, HVACR or a related technical industry
- Strong understanding of retail refrigeration contractors and supermarket installation projects
- Excellent commercial awareness and negotiation skills
- Proven track record of delivering sales and profit growth
- Strong communication and influencing skills at all levels
- Strategic and analytical mindset with the ability to identify growth opportunities
- Collaborative approach with the ability to work across multiple teams
- Proficiency in Microsoft Office and reporting tools
- Full UK driving licence (regular travel required)

What We Offer

- Competitive salary and package (discussed on application)
- 25 days holiday, increasing to 30 days with length of service
- Pension scheme and life assurance
- Company or financed car
- Employee Assistance Programme
- Bike to Work scheme
- Supportive, collaborative and values-driven working environment

Our Values

We live by our values every day — **committed, united, engaged and straightforward**. They guide how we work, make decisions and support each other and our customers.

About You

You will be someone who enjoys building long-term partnerships, understands the commercial drivers behind customer decisions and thrives in a relationship-led sales environment. You will be proactive, organised and motivated by delivering sustainable growth while working collaboratively across the business.

Apply

Please submit your CV and a short cover letter to: recruitment@beijerref.co.uk

We are an equal opportunity employer and welcome applications from all qualified individuals.

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