

JOB TITLE

Sales Representative

LOCATION

Remote - North East England based

JOB TYPE

Full Time - Permanent

PROCare

Wet Room, Bathroom
& Kitchen Specialists

About Us

At PROCare, we are a proud family-run business based in Wigan, Lancashire, specialising in accessible bathroom, wet room, and kitchen solutions across the UK. Our approach combines the best of both worlds - we're big enough to handle complex needs but small enough to offer a unique, personalised service. We're dedicated to delivering innovative, high-quality solutions with a strong focus on customer care. As we continue to grow, we're looking for a passionate and driven Sales Representative to join our exciting team to implement strategic initiatives and expand our market presence across the UK.

The Role

As Sales Representative for the North East region, you'll be an essential part of our sales team, driving growth through both new business opportunities and maintaining long-term relationships with our valued customers. Your role will involve working closely with social housing providers, local and national merchants and contractors, all while promoting products that improve the lives of those in need. We're looking for a highly motivated, results-driven individual with a passion for sales and an unwavering commitment to delivering exceptional customer service. The ideal candidate will have worked in internal sales previously, looking for their next step in their sales career. They will thrive in an energetic, collaborative external sales team, working closely with others to achieve collective goals as a team.

Key Responsibilities

- Identify and pursue new business opportunities across the region through proactive outreach and networking
- Drive product specification by building strong relationships and proudly sharing our product innovation with Local Authorities, Housing Associations, and Home Improvement Agencies, particularly focusing on Aids & Adaptations and Planned Maintenance departments.
- Foster long-lasting relationships with existing customers to ensure repeat business and customer satisfaction
- Manage customer data and track sales opportunities using our CRM system, ensuring up-to-date and accurate reporting
- Collaborate with our trusted supply chain to provide added value to customers, supporting product solutions that meet their specific needs
- Negotiate contracts and close deals to meet and exceed sales targets
- Stay informed of market trends to maintain a competitive edge
- Represent PROCare at industry events, conferences, and networking opportunities
- Carry out customer meetings, both in person and virtually via Teams
- Attend team sessions in Wigan quarterly, with occasional overnight stays for events throughout the year

Key Skills:

- Confident communication, negotiation, and presentation skills
- Ability to build and maintain meaningful client relationships, with a consultative and empathetic approach
- An understanding of current societal challenges, such as the ageing population and efficient housing solutions, with a keen interest in delivering value within DFG budgets and / or the social housing sector as a whole
- Highly motivated to work independently, but also as part of a proactive team with a strong drive to achieve individual targets, and delivering results as a group
- Familiarity with CRM systems and sales analytics tools is beneficial, but full training will be provided
- Previous experience in a sales environment is preferred

Why Join Us?

At PROCare, we believe that success is built on character, not just technical knowledge. While we offer comprehensive training to develop your product expertise, we value authenticity, a genuine attitude, and a down-to-earth people centred approach. If you're a people-oriented person who thrives in a close-knit team environment, we want you to be a part of our family.

Our Values

- **Caring** - We place Care, Compassion and Kindness into everything we do
- **Collaborative** - We believe the best solutions come from working together
- **Passionate** - We're dedicated to making a difference to people's lives
- **Innovative** - We're committed to constantly improving and pushing the boundaries
- **Resilient** - We meet challenges with determination and resourcefulness

What We Offer

- **Competitive salary** with performance-based incentives
- **Excellent career growth** and opportunities for professional development within a fast-growing family business
- **Company car** or car allowance
- **Generous annual leave**, plus guaranteed bank holidays
- **Be a part of our story** - we value opinions and forward-thinking ideas from our team, the business always considers new methods of working and new products to explore
- **A supportive, family-oriented work culture**, where our values of trust, respect, and collaboration are at the heart of everything we do

How to Apply

Please send CV to nicole.drag@procare-ltd.co.uk