

MATHER & PLATT LTD

Job Title: Sales Representative

Department: Sales

Reports to: Head of Sales

Company & Role Summary

Mather & Platt Ltd is a well-established engineering and fire safety firm that specialize in fire suppression systems, mechanical engineering contracting, plumbing and drainage works, and supply of high-quality pumps and fire-safety equipment.

The Sales Representative (Real Estate) is responsible for driving revenue growth by developing new business opportunities, securing high-value contracts, and establishing strategic partnerships within the real estate sector.

This position integrates key business processes such as client acquisition and engagement, market expansion, lead generation, sales performance tracking, and partnership management. It contributes to the company's strategic objectives by driving sustainable revenue growth, securing high-value and long-term servicing contracts, enhancing customer satisfaction through responsive account management, and strengthening Mather & Platt's presence in the real estate industry through strategic collaboration and consistent service excellence.

ROLES & RESPONSIBILITIES

Revenue Growth and New Client Acquisition

- Develop and implement effective sales strategies to achieve and exceed revenue targets within the real estate sector.
- Identify and pursue new business opportunities with developers, builders, contractors, and property managers.
- Drive revenue growth by expanding the client base through targeted outreach and market development.

Acquisition and Management of High-Value Contracts

- Identify, negotiate, and close high-value contracts with key players in the real estate industry.
- Lead the proposal and tendering process, ensuring alignment with client needs and company capabilities.
- Collaborate with internal technical and operations teams to ensure successful project delivery and contract fulfillment.

Strategic Partnerships Development

- Build and nurture strategic partnerships with real estate developers, architects, consultants, and contractors.
- Leverage partnerships to enhance market penetration and promote Mather & Platt's product and service offerings.
- Represent the company at industry events, trade shows, and networking forums to build brand presence.

Servicing Contracts and After-Sales Support

- Promote and manage service and maintenance contracts to generate recurring revenue streams within the real estate client base.
- Coordinate with service teams to deliver high-quality after-sales support and maintenance services.
- Ensure timely contract renewals and address client concerns proactively to maintain high satisfaction levels.

Customer Relationship Management and Feedback

- Build strong, trust-based relationships with clients to foster loyalty and repeat business.
- Implement feedback collection mechanisms to understand client needs and improve service quality.
- Identify upselling and cross-selling opportunities to maximize revenue from existing accounts.
- Enhance customer satisfaction and retention by delivering responsive, personalized service and follow-up.

Market Identification and Expansion

- Continuously analyze market trends and identify new real estate segments and geographic markets for business expansion.
- Collaborate with marketing and business development teams to target new client segments and improve market outreach.

Sales Target Achievement and Reporting

- Consistently meet or exceed sales targets and key performance indicators (KPIs) established by management.
- Maintain accurate records of sales activities, client interactions, and pipeline status using CRM tools.
- Provide regular updates and reports on sales performance, market insights, and competitive intelligence to management.

Targets / KPIs

- 90% Customer Satisfaction rate through NPS
- 85% Customer retention rate (Number of Repeat Customers per quarter)
- 5 new clients per quarter
- 1 strategic partnership per year
- 20% of revenue achieved through existing client base

Academic Qualification & Skills

- Bachelor's degree in Business, Marketing, Sales, Engineering with sales Experience, or a related field.
- 3–5 years of sales experience in real estate, construction, or related industries preferred.
- Demonstrated success in securing and managing high-value contracts and key accounts.
- Proven sales ability in the real estate or building services sector with a focus on B2B sales and contract management.
- Strong negotiation, communication, and relationship-building skills.
- Ability to analyze client needs and market conditions to create effective sales strategies.
- Proficiency in CRM systems, sales reporting, and data analysis.
- Customer-centric mindset with a proactive approach to service and support.
- Strong teamwork and collaboration with technical and Finance teams.