



Area Sales Engineer - Lombardy region

Ref. SALES_L_IT_2410

Location: Lainate (MI), Italy



Overview

Do you only strive for customer excellence and do you want to grow your career in step with our company? Welcome to Carlo Gavazzi, an international organization specialized in the development, manufacturing, and distribution of Industrial Automation Components. The global footprint includes 23 owned sales companies and 5 manufacturing plants throughout the Americas, Europe, and Asia Pacific. Our Group's products (sensors, monitoring relays, timers, energy management systems, solid state-relays, safety devices) provide automation solutions for the global markets of industrial and building automation.

In a nutshell

Are you ready to embrace an exciting challenge and join our dynamic sales team? We are seeking a motivated **Area Sales Engineer** to elevate our customer base and increase turnover in **Lombardy region**. The role is reporting directly to our National Sales Company Manager, Italy

The aim of the Sales Department is to sell value-adding solutions to our customers. We specialize in providing them with unique products to maximize customer satisfaction

What you will be doing?

- Maintain and nurture relationships with Carlo Gavazzi customers, continually assessing their needs to ensure satisfaction and repeat business.
- Identify, contact, and develop new customer prospects to expand the customer base and drive growth.
- Deliver high activity levels, including customer visits, prospect contacts, and demos, ensuring all accounts in the region are regularly visited and contacted to never miss a business opportunity.
- Target customers (Original Equipment Manufacturers, System Integrators, Panel Builders) directly to create and increase market demand for electronic/electrical automation component products.
- Ensure continuous improvement of sales development with the aim to grow sales and profitability in the assigned region.
- Formulate and execute action plans with product managers and sales teams to reach sales objectives.
- Identify strategic market potentials and opportunities in Italy and sales channels for the products.
- Strategize and develop sales for targeted markets defined by Carlo Gavazzi Automation's "Strategic Industries," prioritizing Mobile Equipment, Agriculture, Conveyors/Packaging, and Access Controls.
- Proactively share developments and changes in the market, competitor activities, and customer preferences.
- Prepare sales reports showing sales volume and associated business sales forecasting.
- Maintain master data in our CRM on own customers and projects.
- Enter and maintain price agreements for own customers, including pricing negotiations.
- Maintain a deep understanding of applications within industrial automation and clearly communicate the value Carlo Gavazzi can add to individual applications.



Requirements

Sounds great?

Are you the **Area Sales Engineer** we are looking for? Let's see:

- You have solid and successful experience with B2B sales of automation components to relevant key accounts (e.g., OEMs, panel builders, distributors) in the local market.
- You have a degree in electronics, automation, or electrical engineering.
- You have a minimum of five years of work experience in sales of industrial controls, switches, sensors, and energy products.
- You are proficient in creating, negotiating, and closing business opportunities.
- You have a high level of communication, presentation, and numeracy skills, and a self-driven desire to find solutions to problems.
- You are passionate about the industrial and building automation market, and you have the ability to work independently and directly with local customers to achieve/exceed sales targets and market development.
- You bring existing industry contacts and experience working with distributor channel partners.
- You operate effectively as part of a team while working independently within the assigned territory.
- You are located in the following region in Italy: Lombardia.
- You are fluent in Italian and conversational in English.
- You excel in CRM software, Excel, PowerPoint, and BI tools.

What you need to succeed?

- Excellent networking, negotiation, and strategic prospecting skills.
- Outstanding interpersonal and communication skills.
- Strong problem-solving abilities and a customer-focused mindset.
- Willingness to travel a minimum of 50% of the time within the specific region, with occasional travel outside the region.
- Very hands-on and pragmatic, with many examples of things you have made yourself.
- Flexible, with no problems adapting to new plans. Customer support is fun but also unpredictable.
- Ability to handle pressure because, honestly, we work hard.

What's in it for you?

- Company car.
- Management by Objectives/MBO (Variable Bonus).
- We offer you freedom and trust: The opportunity to take responsibility and shape your work.
- You will be joining a team of enthusiastic and passionate colleagues.
- You will be working on selling truly unique products, end-to-end. There is nothing more thrilling than seeing your work out there on the market.

Interested in finding out more?

Does this versatile challenge appeal to you? Then we look forward to getting to know you!

Please send your CV to GlobalTalent@carlogavazzi.ch, indicating the role you are interested in.

Browse our website (www.gavazziautomation.com) or visit our [LinkedIn page](#)

The **Data Controller** is Carlo Gavazzi SpA with registered office in Viale Lunigiana 46 - 20125 Milan-Italy - risorseumane@gavazziacbu.it