



Peleman Industries – Digital Sales & Customer Engagement Executive

Sales first. Digital makes the conversation stronger.

Do you love to get to know people, engage in meaningful conversation and instantly understand what they need? Do you enjoy reaching out to customers, building relationships and turning interest into action translating those needs into commercial opportunities?

If your answer to these questions is “Hell yes!”, then you might be the perfect fit for the **Digital Sales & Customer Engagement Executive** role at **Peleman Industries**!

At **Peleman Industries**, we are a family-owned business with an international outlook. With headquarters in Belgium and four more offices globally, we are active in 120 countries worldwide.

Yet, that international mindset has never caused us to lose touch with the personal connection of a family business. People *truly* know each other, ideas are welcomed and collaboration goes beyond borders. We believe in taking initiative, trying new things and bringing passion to what we do while treating people with respect and taking pride in the quality we deliver.

For our UK office in Horsham, we’re looking for an energetic **Digital Sales & Customer Engagement Executive** who enjoys connecting with customers, spotting opportunities and making things happen.

Sales first. Digital makes the conversation stronger.

Let’s be clear: **this is a sales role with a strong digital and customer engagement element not a traditional marketing role.**

Your primary focus is building customer relationships and creating commercial opportunities.

You’ll follow up existing customers, re-activate dormant customers and convert warm leads who have engaged with Peleman through our website, campaigns, emails or social media.

You’ll pick up the phone, start conversations, ask questions and discover where we can add value.

Digital content and social media are part of your toolkit. You’ll use them to attract attention, engage customers or leads and create reasons to start a conversation but the real impact happens when you turn that engagement into a genuine commercial opportunity.

What will you make happen ?

You’ll:

- Proactively contact existing customers, dormant customers and warm leads.
- Build relationships through phone, email, social media and other digital channels.
- Ask the right questions to understand a customer’s business, needs and opportunities.
- Inspire customers with relevant Peleman products, applications and ideas.
- Spot upselling and cross-selling opportunities for repeat business, additional products and new applications.
- Reconnect with customers we haven’t heard from in a while.

- Turn digital engagement and campaign responses into commercial conversations.
- Keep opportunities moving and follow up consistently using our CRM.
- Create engaging social media and digital content that supports your sales activity.
- Share customer stories, market feedback and new ideas with our Sales and Marketing teams.
- Experiment with new ways to reach and engage customers in the UK market.

Don't worry, you won't be cold calling your way through endless lists. Most of the people you speak to will already know Peleman, have bought from us before or have shown an interest in what we do.

But you will be expected to take the initiative and **make contact**. Picking up the phone is second nature to you.

Selling through genuine conversations

We're not looking for a pushy salesperson.

We're looking for someone who is **commercially driven and genuinely interested in people**.

Someone who can start a conversation and make it engaging.

What does the customer do? What are they trying to achieve? What could we show them that they haven't thought of yet? Is there another Peleman solution that could help their business?

You'll listen, inspire and challenge where appropriate and when you spot an opportunity, you'll act on it.

At Peleman, sales isn't simply about closing the deal. We want relationships that last.

That means treating customers with respect, keeping your promises and delivering the quality they expect from us. **Loyalty works both ways.**

Bring your energy and ideas

This may be a sales role, but that doesn't mean following the same script every day. Quite the opposite! We want you to bring your personality and ideas into the way you engage customers.

See an interesting trend? **Use it.**

Have an idea that could get customers talking? **Try it.**

Think we could approach a customer group differently? **Tell us.**

Innovation at Peleman isn't only about our products. It's also about how we sell, communicate and build relationships.

You'll work closely with our UK Sales team in Horsham and our central Marketing team in Belgium, with support from specialists in branding, content, CRM, data, performance marketing and marketing automation.

They bring their expertise. You bring the voice of the UK customer and the commercial drive to turn engagement into business.

Who are we looking for ?

Someone who **gets energy from people and opportunities**.

You enjoy starting conversations and aren't afraid to make the first move. You're enthusiastic, persuasive and naturally curious about people and their businesses.

You like having targets and seeing that your efforts lead to results.

You spot possibilities and think:

“There’s an opportunity here what can I do with it?”

You take initiative rather than waiting for every next step to be assigned.

At the same time, you understand that enthusiasm needs follow-through. You keep track of conversations, work accurately with CRM and do what you’ve promised.

Most importantly, you combine **energy and personality with commercial drive**.

What will you bring?

Ideally, you’ll have experience in sales, customer engagement, business development, commercial communication or a similar customer-facing role.

You’ll also bring:

- Confidence speaking with customers on the phone, by email, through social media and face to face.
- A natural ability to build relationships and create commercial conversations.
- Strong written and spoken English.
- Confidence using social media and digital channels in a professional environment.
- The ability to work with CRM and follow opportunities through.
- Curiosity about customers, markets and new ways of generating business.
- The drive to work towards commercial goals and deliver results.

Experience with digital content, photography, video, email marketing or marketing automation is a bonus **but you do not need to be a marketer**.

Why Peleman?

You’ll be joining an international company with the heart of a family business.

Across Peleman, we believe good business starts with people. People who care about what they do, share ideas, help each other and have the freedom to take initiative.

Our culture is shaped by **family, passion, loyalty, innovation, respect and quality**. You’ll feel those values in the way we work together, the relationships we build with customers and the pride we take in what we create.

You’ll have room to bring your personality into the role, try new approaches and develop your commercial skills, while being supported by experienced colleagues in both the UK and Belgium.

So, if you’re looking for a **sales role where relationships, creativity and digital engagement help you open doors and create opportunities**, we’d like to hear from you. Visit our first Shopify platform for the hospitality industry at , and discover what is just the beginning.

Bring your energy. Start the conversation. And turn opportunities into business.

<https://www.peleman.com/nl/>