



Regional Sales Representatives – Decorative and Hardware Shadenet Markets

Position details

Item	Specification
Department	Sales / Commercial
Reports to	Sales Manager or Regional Sales Manager
Location	Field-based, with regular travel to customer sites and retail outlets
Regions	Various regional roles available

Job purpose

The Sales Representative is responsible for driving sales growth of decorative and hardware shadenet products within a designated territory. The role focuses on building and maintaining relationships with hardware retailers, wholesalers, garden centres, landscapers, contractors, and other customers in the decorative shadenet market. The representative will identify new business opportunities, provide technical product support, and ensure customer satisfaction while achieving sales targets.

Key responsibilities

- Sales development: Achieve monthly, quarterly, and annual sales targets for decorative and hardware shadenet products.
- Customer relationship management: Develop and maintain strong relationships with hardware stores, wholesalers, garden centres, landscapers, contractors, and other key customers.
- Market expansion: Identify and secure new customers and sales opportunities within the assigned territory.
- Product promotion: Conduct product presentations, demonstrations, and training sessions for customers and retail staff.
- Merchandising support: Ensure products are correctly displayed, stocked, and promoted at customer outlets.
- Technical advice: Provide guidance on product applications, installation methods, and suitability for decorative and hardware uses.
- Order management: Process customer orders accurately and coordinate with internal teams to ensure timely delivery.
- Market intelligence: Monitor competitor activity, pricing trends, customer preferences, and market developments.
- Reporting: Maintain accurate records of customer visits, sales activities, pipeline opportunities, and market feedback.
- After-sales service: Address customer queries, complaints, and product-related issues promptly and professionally.

Key performance indicators (KPIs)

- Achievement of sales revenue and volume targets.
- Growth in the number of active customers and new accounts opened.
- Increased market penetration within the decorative and hardware shadenet sectors.
- Customer retention and satisfaction levels.
- Accuracy and timeliness of sales reports and CRM updates.
- Effectiveness of product merchandising and promotional activities.



Qualifications and experience

Requirement	Specification
Education	A sales, marketing, or business qualification is advantageous.
Experience	Minimum 5-10 years of sales experience, preferably in hardware, building materials, or shadenet-related products.
Industry knowledge	Knowledge of decorative shadenet, shade cloth, netting products, and hardware retail channels is highly desirable.
Technical knowledge	Understanding of product specifications, applications, installation methods, and customer requirements.
Computer literacy	Proficiency in Microsoft Office.
License	Valid driver's license and willingness to travel extensively within the assigned territory.

Skills and competencies

- Strong sales and negotiation skills.
- Excellent communication and interpersonal abilities.
- Customer-focused approach with strong relationship-building skills.
- Ability to identify and develop new business opportunities.
- Good planning, organizational, and time-management skills.
- Problem-solving ability and attention to detail.
- Self-motivated, results-driven, and able to work independently.
- Ability to explain technical product information in a clear and practical manner.

Working conditions

- Field-based role requiring regular travel to customer sites, hardware stores, wholesalers, and trade events.
- May require occasional overnight travel depending on the assigned territory.
- Combination of office-based administrative work and on-site customer engagement.

Preferred attributes

- Existing network within the hardware, landscaping, or decorative shadenet markets.
- Experience working with distributors, wholesalers, and retail chains.
- Ability to identify market trends and recommend product or service improvements.
- Professional presentation and strong customer service orientation.

Remuneration

- Market-related basic salary.
- Commission-based incentive structure.

Applications:

- **Submit your application, together with your CV, to hr@masterplasticsgroup.com**