

Sales Development Representative

Company & Role

Royston is a dynamic and expanding diesel engine supply, service and repair company that has operated successfully within the global marine and offshore market for more than 40 years. With bases in the UK, Nigeria and Australia, the company has gained an excellent reputation in the marine industry.

engine*i* is a product of Royston and is a market leading ship energy management system that enables ship operators to reduce fuel consumption, improve fuel accountability and reduce energy and emissions. Developed in the UK and exported world-wide the product and team has seen rapid growth and expanding opportunities in the marine market over the past 5 years.

We are looking for an experienced sales development representative with a core focus on generating new business relationships within both new and existing markets and as outlined below:

Reports to: Commercial Manager
Location: Home based, with the ability to travel to Barnsley and Newcastle Upon Tyne as required

Role purpose and Key responsibilities

- Conduct outbound prospecting using the phone, email, and social prospecting techniques to support/generate leads
- Qualify incoming leads for the wider Commercial team
- Converse with prospects to uncover their needs/challenges and identify opportunities where engine*i* aligns to their business requirements
- Set appointments for virtual meetings, whereby yourself/ the wider commercial team has the opportunity to promote the features and benefits of engine*i*
- Build relationships with marketing and sales leadership to explore the best ways to communicate our brand value
- Input and manage leads through Microsoft Dynamics

Essential criteria

- You must be a fanatical prospector with the ability, drive and mindset to interrupt a buyer's day and quickly and efficiently engage them
- You must be extremely effective and confident on the phone
- Great written, verbal, presentation, organisational and interpersonal skills
- Strong technical aptitude, with the ability to engage in technical conversations with key decision makers
- Excellent time management skills, with the ability to block all distraction and focus on the task at hand

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- Ability to work independently and as part of a team, highly motivated and focussed with a willingness to take the initiative

Desirable criteria

- Previously worked with international clients
- An engineering / technical background
- Experience in appointment setting

Salary Package

- Competitive salary
- 25 days holiday
- Company pension

If you have the necessary skills and experience, please send your CV and covering letter to Lesley-ann.hardman@royston.co.uk

