Shell Recruitment

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# DIGITAL AND SOLUTIONS SALES REPRESENTATIVE

Our client is a global leader in air-moving engineering, intelligent electronics and drive solutions. We are recruiting for a highly experienced professional to drive the technical business growth across South Africa. The role focuses on identifying, developing, and delivering optimised retrofit solutions and digital energy management opportunities.

**JOB RESPONSIBILITIES**

**Technical Sales & Solution Development**

- Identify customer requirements and develop optimized HVAC retrofit and digital energy management solutions.
- Conduct site surveys and technical assessments to identify opportunities for energy savings and system performance improvements.
- Recommend and position high-efficiency HVAC products, including fans, motors, drives, controls, and digital optimization systems.
- Prepare technical and commercial proposals that demonstrate energy savings, operational benefits, and lifecycle cost advantages.
- Collaborate with engineering and operations teams to ensure technically sound and commercially competitive solutions.

**Digital Solutions & Energy-Savings Demonstration**

- Conduct energy baseline assessments using digital monitoring tools and dashboards.
- Develop and present energy-saving calculations, ROI analyses, and total cost of ownership evaluations.
- Demonstrate digital platforms that provide HVAC system visibility, fault detection, performance monitoring, and optimization.
- Support customers in achieving their sustainability, operational efficiency, and energy management objectives.
- Position digital solutions as part of a broader HVAC modernization strategy

**Retrofit Business Development**

- Identify and develop retrofit opportunities within commercial, industrial, healthcare, education, hospitality, retail, and data centre sectors.
- Actively pursue replacement and upgrade projects involving HVAC system improvements.
- Develop account plans and sales strategies aligned with customer needs and business objectives.
- Build and maintain a healthy pipeline of retrofit and digital solution opportunities.
- Locate and develop specific sales opportunities and implement targeted sales approaches.

**Customer Relationship Management**

- Build strong relationships with consulting engineers, property owners, facility managers, contractors, OEMs, and key decision makers.
- Conduct regular customer visits, technical presentations, and product demonstrations.
- Establish and maintain relationships with both existing and prospective customers.
- Serve as a trusted advisor by providing technical guidance and energy-efficiency recommendations.
- Ensure high levels of customer satisfaction throughout the sales process.

**Regional Market Development**

- Support business growth initiatives throughout South Africa and selected regional markets where required.
- Monitor market trends, competitor activities, and developments within the HVAC and building technologies sectors.
- Identify opportunities arising from energy efficiency, decarbonization, and sustainability initiatives.
- Provide market intelligence and customer feedback to support business planning and new product development.

**Customer Onboarding & Technical Support**

- Support project implementation and commissioning activities where required.
- Assist customers with the adoption and utilization of digital platforms and optimization tools.
- Coordinate customer training on HVAC system monitoring, energy management, and operational best practices.
- Work closely with internal teams to ensure smooth project execution and customer satisfaction.
- Ensure quotations, proposals, and customer deliverables are completed accurately and submitted on time.

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**Reporting & Administration**

- Maintain accurate opportunity records and sales forecasts within CRM systems.
- Track project progress and provide regular sales activity updates.
- Prepare monthly reports detailing sales performance, pipeline development, and market activity.
- The scope of responsibilities may be altered from time to time and as required by the company.

**EDUCATION AND EXPERIENCE**

- Diploma or Degree in Mechanical Engineering, Electrical Engineering, Building Services Engineering, Energy Engineering, or a related technical field.
- Minimum 3–5 years of experience in HVAC sales, energy efficiency solutions, building technologies, digital solutions, or HVAC retrofit projects.
- Proven experience working with consulting engineers, mechanical contractors, OEMs, facility managers, and building owners.
- Demonstrated success in developing and closing technical sales opportunities.
- Experience with energy-saving technologies, HVAC optimization projects, and building automation systems is advantageous.

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