

<https://www.lankatalents.lk/job/sales-marketing-industrial-products/>

Sales & Marketing – Industrial Products

Description

The Sales & Marketing – Industrial Products executive will be responsible for promoting and selling industrial products, developing new customer relationships and generating business opportunities. The role combines field sales, B2B marketing, digital marketing and customer relationship management, with a strong focus on industrial equipment and solutions.

Responsibilities

- Promote and market welding machines, consumables, and industrial equipment.
- Identify new customers and develop business opportunities.
- Conduct customer visits, product presentations, and demonstrations.
- Generate leads through digital marketing and field marketing activities.
- Manage social media marketing for products and company branding.
- Coordinate with the sales team to achieve marketing and sales targets.
- Conduct market research and competitor analysis.
- Support exhibitions, trade shows, and promotional campaigns.
- Prepare marketing reports and customer feedback report

Qualifications

- Experience in industrial product marketing, B2B sales, or technical product marketing is an advantage.
- Knowledge of welding machines, engineering products, or the construction industry is an added advantage.
- Good negotiation and customer relationship skills. Contact Number 070 500 2122
Email dehara@lankatalents.lk
- Willingness to travel for customer meetings and promotional activities.

Contacts

Contact Number – 070 500 2122

Email – dehara@lankatalents.lk

Hiring organization

Lanka Talents Creations (Pvt) Ltd

Industry

Engineering & Technology Solutions

Employment Type

Full-time

Job Location

Piliyandala, Piliyandala