

Internal Sales Representative

Trade Counter and Internal Sales Team



Reports to	Senior AV Sales Manager
Location	Peats, Westlink Industrial Estate, Dublin 10
Hours	Full time, 40 hours per week, Monday to Friday (additional hours occasionally, depending on business needs)
Contract	Permanent, subject to passing probation. Immediate start preferred but not essential
Salary	In line with industry Standard, plus quarterly bonus

About Peats

Peats is a family-owned distributor of audio, visual and technology products, proudly serving the Irish market since 1969. Established as Peat Wholesale, we have grown into a leading distributor, supplying premium industry brands to integrators, installers, resellers and service providers, and to the corporate, hospitality, education and residential sectors.

With distribution across Ireland and into Europe, backed by sales, marketing and logistical support, our reputation is built on a knowledgeable and reliable service. Our showroom in Westlink Industrial Estate, Dublin brings that range to life, showcasing leading consumer and AV brands including Bose, Sony, AVSL, Lindy, Fuji and WyreStorm, among many more.

Customers reach us by phone, email or in person at our showroom. Following strong growth in our sector, we are expanding our internal sales team.

The Role

This is a sales role at heart. We are looking for a confident, sales-driven Internal Sales Representative to join our busy trade counter and internal sales team, proactively growing accounts and converting enquiries into sales, as well as being the first point of contact for our trade customers by phone, email, at the counter and in our showroom.

Good presentation skills matter, you will regularly be demonstrating products and talking customers through our solutions face to face in the showroom. Ideal for someone who enjoys selling, learning about technology and building long-term customer relationships.

Key Responsibilities

- Provide an excellent, professional service to AV customers by phone, email, at the trade counter and in the showroom, helping keep our displays presented to a high standard.
- Advise customers on the right products for their needs, presenting and demonstrating our range confidently to bring brands and features to life.
- Prepare and follow up quotes, confirming pricing and availability, and convert enquiries into sales.
- Look after and grow a portfolio of existing accounts, introducing customers to new brands and product categories.
- Identify new sales opportunities and follow them up proactively by phone and email.
- Keep customers updated on stock, lead times and brand promotions, and resolve queries quickly.

- Stay alert to competitor activity and pricing, and feed back anything useful on the market.
- Work closely with our purchasing, finance and wider sales teams to keep customers well served.
- Keep accurate customer records and sales activity in our CRM systems.
- Actively sell, upsell and cross-sell across our brand range, working towards monthly sales targets.

About You

Essential

- At least 2 years' sales experience, AV or Technical Sales is an advantage.
- Excellent written and verbal communication skills, with fluent English.
- Confident, engaging presentation skills, comfortable demonstrating products to customers face to face.
- A natural sales drive, motivated by targets and closing business.
- Confident negotiating pricing and terms with customers.
- Confident and accurate with numbers, and proficient in Microsoft Office and Excel.
- Able to learn quickly and retain technical information across a wide range of products.
- Well organised, able to work on your own initiative and as part of a busy team.
- A positive, can-do attitude, and happy to listen, take instruction and get things done.

Desirable

- Interest in, or experience of, the electronics or audio visual industry.

What We Offer

- Quarterly bonus, subject to targets being reached.
- Company pension contribution.
- Employee Assistance Programme (EAP).
- Full training on our systems, products and customers.

To Apply

Please email your CV to our Senior AV Sales Manager, at jobs@peats.ie