Technology Sales Executive

Av & Consumer Electronics

LOCATION Peats, Westlink Industrial Estate, Dublin 10 Predominantly office based, with some flexibility available	**SALARY** Competitive basic salary, depending on experience, plus quarterly target-based bonus and a competitive commission plan
HOURS Full time, 40 hours per week, Monday to Friday (additional hours occasionally, depending on business needs)	**REPORTS TO** Senior AV Sales Manager
CONTRACT Permanent, subject to passing probation	**START DATE** Immediate start preferred but not essential

Great at sales? Interested in technology?

You bring sales skills. We'll help you develop technology expertise.

Peats is expanding its technology sales team following strong growth, and we are looking for confident, commercially minded salespeople to join our Dublin-based internal Technology sales team. If you enjoy building relationships, winning business, and learning about technology, this could be your next move. And don't worry if you're not a Technology expert as training comes as part of the role (knowing how to work your TV remote is a definite advantage!).

About Peats

Family-owned since 1969, Peats is a leading distributor of audio, visual and consumer technology products. We work hand in hand with many of Irelands leading installers, integrators, resellers and service providers throughout Ireland. Our Dublin showroom and demonstration facilities bring leading brands to life, including Bose Professional, Sony PDS, TP-Link, Audio-Technica, WyreStorm, Triax, Lindy and many others.

What really defines us is our culture. A friendly, energetic and collaborative workplace allied with a commitment to giving our customers industry leading levels of service means no one day is the same as another. Our customers are our North Star guiding us as we build relationships rather than just sell products, so they come back because they want to. We are proactive, positive, and hungry to improve, aiming to be 1% better every day, and we want everyone here to feel energised and part of the team.

The opportunity

This is a sales role at heart: proactive and full of real customer interactions. You'll be joining our internal sales team using modern communication tools to grow existing accounts, uncover new opportunities, and convert enquiries into sales. As part of this role, you'll also be the first point of contact for our customers whether by phone, email, counter or showroom. The role is predominantly office-based, with some flexibility available.

You will regularly demonstrate products and talk to customers through our solutions face to face in the showroom, so good presentation skills matter. Every day offers a mix of selling, problem-solving and hands-on technology, ideal for someone who enjoys selling, learning about technology, and building long-term customer relationships.

What you'll be doing

- Provide an excellent, professional service to customers by phone, email, at the 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 quotations, confirm pricing and availability, negotiate commercially, and convert enquiries into sales.
- Look after and grow a portfolio of existing customers, introducing customers to new brands and product categories.
- Identify new sales opportunities and approach prospective customers proactively by phone and email, following up leads.
- Encourage customers to visit our Technology demonstration area for them to get a real hands-on experience of our brands in full live working mode
- Actively sell, upsell and cross-sell across our brand range, working towards monthly sales targets and quarterly bonus objectives.
- Keep customers updated on stock, lead times and brand promotions, and resolve queries quickly.
- Stay alert to competitor's activity and pricing and feedback on anything useful on the market.
- Learn new brands and technologies through product training and collaboration with experienced colleagues.
- Work closely with our sales, purchasing, finance and operations teams to deliver reliable customer experience.
- Keep accurate customer records and sales activity in our CRM systems.

What you'll bring

Essential

- At least 2 years' sales experience, whether in B2B, retail, account management or another sales-led environment. AV or technical sales experience is an advantage.
- Excellent written and verbal communication skills, with fluent English.
- Confident, engaging presentation skills, and comfortable demonstrating products to customers face to face.
- A natural sales drive, motivated by targets and closing business, with a proactive, confident approach to developing relationships.
- Confidence 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, with a sense of accountability.
- A positive, can-do attitude, happy to listen, eager to learn, take instruction and get things done.

Desirable

- An interest in, or experience of, the electronics, audio or visual industry. AV experience is welcome, but not essential.

We particularly welcome applicants from IT, telecoms, consumer electronics, electrical wholesale and other sales backgrounds.

What we offer

- Competitive basic salary, depending on experience, plus a quarterly bonus based on targets being reached.
- A competitive commission plan, rewarding your sales performance.

- Company pension contribution and Employee Assistance Programme (EAP).
- Full training on our systems, products, and customers.
- Exposure to internationally recognised brands and a varied sales and demonstration environment.
- Permanent, full-time employment (subject to passing probation) with a long-established Irish business.

How to apply

Ready for a new sales challenge? Email your CV to jobs@peats.ie, addressed to our Senior AV Sales Manager.