

Technical Sales Executive / Business Development Manager – North UK & Ireland

Location: North UK (exact territory to be confirmed based on candidate location)

Salary: Competitive

Contract: Full-time, permanent (following successful probation)

Benefits:

- Competitive salary
- Company car
- Laptop, mobile phone, and iPad
- Uncapped bonus scheme on sales generated within your territory
- Ongoing professional skills training
- Clear career progression opportunities in the UK and internationally

About HaB Direct

For almost four decades, HaB International Ltd. has been at the forefront of innovation across the UK & Ireland, earning a reputation as a trusted partner for cutting-edge technology in sport, health, human performance and now veterinary science. We specialise in identifying, introducing, and supporting world-leading solutions that set new standards across the industries we serve.

Our extensive portfolio features globally recognised brands, including: POWERbreathe, h/p/cosmos, Monark Sport & Medical, Noraxon, and EKF Diagnostics, alongside a wide range of complementary technologies. These solutions are used by universities, elite sports teams, healthcare providers, research institutions, and veterinary professionals alike.

By combining innovative products with deep technical expertise and long-term customer partnerships, HaB continues to help shape best practice and drive future trends in sports science, performance testing, strength and conditioning, sports medicine and rehabilitation, clinical diagnostics, and veterinary applications.

The Opportunity

We are offering a rare and exciting opportunity for a driven Technical Sales Executive / Business Development Manager to join our established and highly respected sales team, covering the North of the UK and Ireland.

This is a field-based role suited to a self-motivated individual who thrives on relationship building and achieving sales targets. You will be responsible for identifying, developing, and securing both B2B and B2C sales of advanced sport science, medical, and veterinary equipment within your territory.

Your customer base will include higher education institutions, institutes of sport, professional sports teams, hospitals, uniformed services, private clinics, and veterinary practices. Regular travel throughout the territory will be required, including occasional overnight stays.



www.habdirect.co.uk



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sales@habdirect.co.uk

Key Responsibilities

- Remote-based role with attendance at Head Office (Warwickshire) as required
- Identify and develop new business opportunities across all stages of the sales cycle
- Drive consistent sales growth through new customer acquisition and account management
- Build long-term relationships with existing clients and promote repeat business
- Present and demonstrate cutting-edge products and solutions
- Represent the business at exhibitions, supplier meetings, and customer events (including occasional international travel)

Skills and Experience

- Degree in Sports Science or a related discipline (or equivalent experience)
- Full UK driving licence
- Strong understanding of sport, fitness, health, and wellness environments
- Previous sales experience is advantageous but not essential
- Highly motivated, target-driven, and commercially minded
- Excellent time management, communication, and problem-solving skills
- Confident working independently while collaborating closely with the wider HaB Group team

How to Apply

To apply, please send your CV and a covering letter to:

 jobs@habinternational.co.uk

Interviews are available immediately for suitable candidates.

If you are passionate about sport, science, and technology—and want to build a rewarding career in technical sales and business development—apply today.



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