

Area Sales Manager

Northern UK (Field-Based / Remote)

going the extra mile



Dinex Aftermarket

The aftermarket division of Dinex is a leading global supplier of innovative exhaust and aftertreatment systems for the heavy duty truck industry with activities in Europe and North America.

Every day our products and technologies clean the exhaust gas from millions of vehicles worldwide in compliance with the most stringent emission legislations, such as EURO VI and EPA10, and with solutions in place for carbon-neutral fuels and hydrogen applications, as well as future emission regulations. Dinex is a part of a green, climate-neutral future for future generations.

With a program of more than 15.000 spare parts Dinex supply on a daily basis to over 6.000 distributors on a global scale, Dinex is a market leader within the independent Aftermarket. Our products are designed to the same quality as original or better, and we take pride in our solutions based on our own in-house core technologies and innovations.

Global Key figures

1,800 employees

7 production sites

7 Technology Centres

14 countries on **3** continents

+10% Graduate recruitments annually

Ready to take the next step in your sales career? Dinex is looking for an ambitious Area Sales Manager for the Aftermarket to grow our presence across Northern UK. Join a global company at the forefront of emission technology and play a key role in developing customer partnerships and expanding our aftermarket business.

The Role

We are looking for an Area Sales Manager to drive aftermarket sales growth across Northern UK.

This role is primarily field-based, requiring regular travel across the territory and frequent visits to distributors, workshops, and commercial vehicle customers. You will play a key role in strengthening customer relationships, identifying new opportunities, and increasing market penetration.

Key Responsibilities

- Manage sales performance and customer relationships across Northern UK
- Develop new business opportunities and grow existing accounts
- Conduct regular customer visits (minimum 4 days per week in the field)
- Prepare weekly visit plans and follow-up reports
- Deliver customer proposals, presentations and sales reports
- Work closely with internal sales and support teams
- Utilize CRM and reporting tools (Targit, Power BI, Sales Excellence & CRM)
- Attend trade shows and industry exhibitions representing Dinex
- Provide feedback on customer needs and market trends

Skills & Experience

- 2–5 years' experience within the automotive or commercial vehicle sector
- Automotive aftermarket experience preferred
- Experience in field sales or internal sales looking to progress externally
- Strong communication and presentation skills
- Excellent organisational and relationship-building skills
- Analytical and results-driven mindset
- Strong IT skills including MS Office and Excel
- Basic technical understanding of automotive products
- Full UK Driving Licence

Career Opportunity

Dinex offers the opportunity to join a global organisation at the forefront of emission technology and sustainable transport solutions.

For the right candidate, this role offers strong opportunities for professional development and career progression within an international business.

Interested?

We are looking for someone who can join us as soon as possible, so early applications are encouraged. In case you have any questions, feel free to contact Jon Sladen, National Sales Manager, Aftermarket UK & Ireland, at +44 7717 665569 or jsl@dinex.co.uk

Apply: [Area Sales Manager | Dinex Group | LinkedIn](#)