

AREA SALES MANAGER – IFI

EAST & NORTH OF ENGLAND

October 2026

www.ifi.eu

Join IFI

Delivering Excellence in Window, Door and Glazing Products

For more than 30 years, IFI has been a trusted partner to the UK window, door and glazing industry, supplying specialist manufacturing and installation products that help fabricators and installers operate more efficiently, competitively and profitably.

As part of Rapidrop Global Ltd, IFI combines the strength and resources of a global manufacturing business with the responsiveness and expertise of a dedicated specialist supplier. Operating from our 30,000 sq ft distribution centre in Peterborough, we provide nationwide next-day delivery through our own vehicle fleet and trusted logistics partners.

Backed by a team of over 100 employees, extensive manufacturing capabilities and annual revenues exceeding £50 million, we have the scale, stability and expertise to support businesses of all sizes across the UK.

Our product range includes door and window hardware, fixings, fitting tools and specialist consumables, supported by technical expertise and dependable customer service.

Our mission is simple: to help our customers succeed. By delivering innovative products, practical solutions and reliable service, we help customers improve efficiency, strengthen their competitive position and achieve long-term growth.

At IFI, we are more than a supplier. We are a trusted partner committed to building lasting relationships and helping our customers thrive.

Role Overview

Location: Area Sales Manager – East & North of England
Contract: Permanent
Reports to: Sales Manager UK

As Area Sales Manager, you will play a key role in developing IFI's presence across East and Northern England, strengthening existing customer relationships and identifying opportunities for new business.

Working closely with the IFI Sales Manager and colleagues across the business, you will manage and develop a regional customer portfolio, promoting our range of window and door hardware, fixings, tools and specialist installation products.

This is a field-based role combining account management, business development and technical product sales. You will work directly with manufacturers, fabricators, installers and other industry customers, understanding their requirements and providing solutions that add genuine value to their businesses.

The position offers an excellent opportunity for a commercially focused sales professional who enjoys building relationships, developing a territory and contributing to the continued growth of an established business backed by a successful international group.

The role involves regular travel throughout the territory, working from home when not visiting customers, alongside attendance at the Peterborough office as required.

Key Responsibilities

- Develop and deliver regional sales plans to support IFI's commercial growth across East and Northern England.
- **Identify and secure new business opportunities with window and door manufacturers, fabricators, installers and other relevant customers.**
- Build and maintain strong relationships with existing customers, understanding their needs and identifying opportunities to increase sales.
- **Promote IFI's range of door and window hardware, fixings, tools and specialist installation products.**
- Manage and develop key accounts, ensuring high levels of customer satisfaction, engagement and retention.
- **Provide product advice and practical solutions to help customers improve efficiency and achieve their business objectives.**
- Maintain an accurate sales pipeline, managing opportunities and reporting on regional sales performance through the CRM system.
- **Monitor competitor activity, market trends and customer requirements to identify new commercial opportunities.**
- Work closely with the IFI Sales Manager, internal sales, customer support and operational teams to ensure excellent service and effective delivery.
- **Represent IFI professionally at customer meetings, industry events and exhibitions.**

Experience & Expertise

Essential

- Proven experience in a field-based sales, account management or business development role.
- A successful track record of developing customer relationships, generating new business and achieving sales targets.
- Strong commercial awareness with the ability to identify opportunities and negotiate effectively.
- Excellent communication, relationship-building and customer management skills.
- Ability to manage a regional sales territory independently, prioritising customer visits and commercial opportunities.
- Confidence using CRM systems to manage customer accounts, sales pipelines and performance reporting.
- A proactive, self-motivated approach with the ability to work independently and collaboratively.
- Full UK driving licence.

Desirable

- Experience within the window, door, glazing, construction products or building materials industry.
- Knowledge of door and window hardware, fixings, installation products or related technical solutions.
- Existing relationships with manufacturers, fabricators, installers or distributors.
- Experience selling technical products within a competitive, customer-focused market.

Why Join IFI?

IFI has built a strong reputation for quality, reliability and specialist expertise within the UK window, door and glazing industry.

As part of Rapidrop Global Ltd, we offer the stability and resources of an established international business while retaining the personal approach and customer focus that have been central to IFI's success.

Joining IFI means becoming part of a knowledgeable and supportive team where relationships matter, ideas are valued and individuals have the opportunity to make a genuine contribution.

This is an opportunity to take ownership of an established sales territory, develop long-term customer partnerships and play an important role in supporting IFI's continued growth across the UK.

What We Offer

- Basic salary to £40,000, plus bonus
- Company car
- Company pension total 8% (Employee contributions 3% Rapidrop Global contributions 5%)
- Annual leave 25 days (pro rata), Christmas shutdown (up to 3 days annual leave to be kept back to facilitate this)
- Death in service benefit –4 x annual salary from day 1
- Opportunities for professional development and career progression
- Employee Assistance Program – Access to full support services 24/7, shopping rewards, health cash plan, access to online Dr Appointments

Ready To Apply?

If you are excited about the opportunity to join Rapidrop and feel your experience aligns with the role, we would love to hear from you.

Our Recruitment Process

1. **Apply**
   Please click here to submit your CV and a short supporting statement
2. **Review**
   Applications are reviewed on a rolling basis and interviews may take place before the closing date, so early applications are encouraged.
3. **Initial Conversation**
   Shortlisted candidates will be invited to an introductory discussion via Teams.
4. **Interviews**
   Candidates progressing will attend two formal interview with key stakeholders at our Head Office in Peterborough or via Teams.
5. **Outcome**
   A final decision will be made and candidates will be informed as soon as possible.

Inclusive Recruitment

Rapidrop is committed to creating an inclusive and supportive workplace where everyone feels valued, respected and able to thrive.
We welcome applications from people of all backgrounds, experiences and perspectives, recognising that diversity strengthens our teams and drives innovation.

If you require any adjustments or support at any stage of the recruitment process, please let us know. We are committed to ensuring every candidate has a fair and positive experience.

Good luck with your application. We look forward to receiving your application and exploring how you could contribute to IFI's continued growth and success.