Sales Manager – Solar

Remote – Full Time

Location: UK, Germany, Spain

Company Background

VesprSolar is a rapidly growing startup revolutionizing solar panel installations worldwide. Our flagship product, the VesprSolar V-Clamp, streamlines PV module installation by making systems faster to install, more storm-resilient, and cost-effective. Recognized as a top 10 innovation in solar by the U.S. Department of Energy and NREL, our award-winning technology is being adopted by leading solar providers globally, who purchase tens of millions of fasteners and components each year. Beyond innovative fasteners, VesprSolar is developing a full pipeline of industry-leading complementary components, solidifying our expertise and thought leadership in the solar sector.

Position Summary

We are seeking a Sales Manager to lead the sales for our products in the UK and European markets, with a focus on DG (distributed generation) and utility-scale solar projects. Reporting to the VP of Sales, Jay Johnson, the Sales Manager will be responsible for driving sales growth of our solar products across the UK and European markets. The role requires a strong technical understanding of solar construction, structural steel, and mounting systems, as well as the ability to build and maintain long-term relationships with key stakeholders in the solar industry. If you're a hands-on leader who thrives in dynamic environments, introducing innovative technologies like our V-Clamp and V-MAX, and collaborating with executives, engineers, supervisors, and installers, this is your opportunity to drive project success in a high-growth startup.

Key Responsibilities

- Identify, develop, and close new business opportunities with solar structure companies, solar developers, EPCs, and construction firms.
- Manage the sales pipeline, from lead generation to contract negotiation and closing, including tracking through the stages of the sales process.

- Provide technical consultation to clients regarding fastening solutions for fixed tilt, tracker, and carport projects.
- Collaborate with engineering and product development teams to deliver customer-focused solutions specific for the geographic opportunities.
- Conduct customer presentations, attend site visits, and deliver product demonstrations.
- Maintain deep knowledge of market trends, competitor offerings, and customer needs.
- Represent the company at trade shows, conferences, and industry networking events.
- Achieve quarterly and annual sales targets.

Additionally:

- **Contribute to Leadership and Strategy:** Participate in management meetings to share field insights, "voice of the customer" (VOC), and updates on project status. Collaborate with management, engineering, and supply chain teams to optimize processes and support revenue goals.
- **Support Business Development and Marketing:** Occasionally assist in prospecting new customer opportunities such as attending industry trade shows (e.g., in the US, UK, Europe, and beyond) to promote products, evaluate competitors, and network—expect 1-week travel commitments per event.

Desired Qualifications

- Bachelor's degree in engineering, business, or related field (preferred)
- 3–5 years' experience in technical sales, ideally within solar, construction materials, or structural steel industries.
- Strong technical acumen in the field of racking/tracking systems, with the ability to understand and explain the value of fastening/mounting solutions in such settings.
- Broad experience and contacts with decision-making executives amongst our target customer/partner organizations, including leading (a) racking/tracking systems manufacturers, (b) utility-scale EPC and construction firms, (c) major project developers, and (d) regional design/build firms serving DG markets.
- Proven track record of achieving or exceeding sales targets.
- Excellent communication and relationship-building abilities, including overcoming objections, negotiating with diverse stakeholders, and delivering creative solutions.
- Ability to travel frequently within the region.

- Proficiency in Microsoft Office tools (Excel, Word, PowerPoint, MS Project) and email, sales tracking CRM's (ex. Hubspot, NetSuites), and collaboration tools (ex. Teams, Asana).
- Self-motivated, proactive leader with a track record of independent planning, execution, and seeking support as needed.
- Ambitious team player, comfortable in hands-on solar jobsite environments, including extreme conditions and wearing safety gear.
- Multi-language skills a plus, given European customer focus (e.g., English is required, German or Spanish competency desirable).