Job description

ABOUT TSURUMI PUMPS AFRICA

Tsurumi Pumps Africa represents a globally recognised Japanese pump brand with more than 100 years of engineering experience in pump technology.

We supply heavy-duty submersible pump solutions across Africa, with a focus on mining, wastewater, sewage, agriculture, construction, industrial water management, flood control, slurry handling, and dewatering applications.

We are looking for a technically minded External Sales Representative with proven sales ability, strong client relationship skills, and practical experience in pumps, water management, industrial equipment, or related technical sectors.

CORE PURPOSE OF THE POSITION

The External Sales Representative will drive sales growth, develop new business opportunities, manage client relationships, and support solution-based sales across South Africa and selected African markets.

This role requires a balance of commercial ability, technical understanding, field-based selling, and disciplined follow-up.

The successful candidate must understand client needs, gather accurate application information, and work with the internal team to recommend suitable pump solutions for demanding operating environments.

This is a target-driven role suited to a self-managed person with experience in submersible pumps, dewatering, wastewater, sewage, slurry, mining, agriculture, construction, or related industrial water management applications.

KEY RESPONSIBILITIES

1 - Sales and Business Development

• Identify and secure new business opportunities across mining, wastewater, sewage, agriculture, construction, municipal, industrial, and contractor markets.

• Grow sales across South Africa and selected African markets.

• Develop relationships with end users, contractors, consultants, EPCM firms, distributors, resellers, procurement teams, and project decision-makers.

• Build and manage a qualified sales pipeline.

• Conduct regular client visits, site meetings, product discussions, and follow-ups.

• Promote Tsurumi Pumps Africa as a trusted solutions provider for submersible pump applications.

• Achieve agreed monthly, quarterly, and annual sales targets.

2 - Customer Relationship Management

• Maintain strong relationships with existing and prospective clients.

• Understand client requirements, site conditions, operational risks, and long-term equipment needs.

• Act as a professional point of contact between clients and Tsurumi Pumps Africa.

• Provide consistent after-sales follow-up to support customer satisfaction and repeat business.

• Manage customer expectations around product availability, pricing, lead times, technical information, and service support.

3 - Technical Sales Support

• Gather accurate application information for pump selection.

• Assess client requirements such as flow rate, total head, voltage, fluid type, solids content, pH, specific gravity, installation conditions, and operating environment.

• Understand basic pump curves, duty points, dewatering requirements, slurry handling, sewage transfer, solids passage, and abrasion-related risks.

• Work with the internal technical team to recommend suitable pump solutions.

• Explain technical features, application benefits, and product suitability in a clear and practical manner.

• Identify applications requiring further technical review or escalation.

4 - Quotations, Tenders, and Deal Closure

• Prepare and follow up on quotations, proposals, tenders, RFQs, and technical submissions.

• Track opportunities from initial enquiry through to order placement.

• Negotiate pricing and commercial terms within approved company guidelines.

• Follow up consistently to improve conversion rates.

• Support clients with required product information, technical documents, and commercial details.

5 - Market Analysis and Reporting

• Monitor competitor activity, pricing trends, project opportunities, customer feedback, and market demand.

• Maintain accurate CRM records, including calls, visits, quotations, follow-ups, opportunities, and expected close dates.

• Provide regular call reports, sales forecasts, pipeline updates, and market feedback.

• Identify new growth opportunities in local and African markets.

• Represent the company professionally at trade shows, expos, technical meetings, and client engagements.

KEY REQUIREMENTS

1 - Education

• Matric required.

• Qualification or certification in sales, marketing, business, engineering, or a related technical field will be advantageous.

• Additional training in pumps, mechanical equipment, mining, water management, or wastewater applications will be advantageous.

2 - Experience

• 5 years' experience in submersible pumps, dewatering, wastewater, sewage, slurry, mining, agriculture, construction, industrial equipment, or water management solutions required.

• Proven sales or technical consulting experience in an industrial, engineering, or equipment-related sector.

• Experience selling to mines, municipalities, contractors, consultants, EPCM firms, distributors, or industrial end users will be advantageous.

• Experience with quotations, tenders, RFQs, technical submissions, and client site visits will be advantageous.

3 - Technical Knowledge

The ideal candidate should have working knowledge of:

• Submersible pumps and related water management applications.

• Mine dewatering, slurry handling, sewage transfer, wastewater pumping, stormwater control, flood control, and industrial water movement.

• Basic pump selection principles.

• Flow rate, total head, duty points, pump curves, solids handling, voltage, specific gravity, pH, fluid type, and installation conditions.

• Common operating risks such as abrasion, clogging, dry running, incorrect installation, unsuitable pump selection, and poor application data.

4 - Skills and Competencies

• Strong communication, negotiation, and presentation skills.

• Strong technical aptitude with the ability to explain practical solutions clearly.

• Proven new business development ability.

• Professional relationship-building skills.

• Strong follow-up discipline.

• Ability to manage long sales cycles and multiple opportunities at the same time.

• Proficiency in CRM systems, ERP systems, Microsoft Office, and general sales tools.

• Strong planning, reporting, and organisational skills.

• Problem-solving mindset with attention to detail.

• Self-motivated, target driven, and able to work without constant supervision.

5 - Other Requirements

• Valid driver's licence.

• Valid passport.

• Own reliable and roadworthy vehicle.

• South African work eligibility.

• Willingness to travel locally and across Africa.

• Ability to attend client sites, mines, industrial facilities, wastewater plants, and project locations.

• Willingness to comply with client site safety requirements, inductions, and PPE standards.

• Professional appearance and conduct when representing the company.

CANDIDATE PROFILE

The successful candidate will be:

• Commercially driven.

• Technically curious.

• Confident when speaking to engineers, buyers, contractors, procurement teams, and operational decision-makers.

• Comfortable working in demanding industrial environments.

• Skilled at identifying client problems and matching them with practical pump solutions.

• Disciplined in follow-up, reporting, and pipeline management.

• Resilient, professional, and focused on long-term customer relationships.

WHY JOIN TSURUMI PUMPS AFRICA?

• Represent a globally recognised Japanese pump brand with more than 100 years of engineering experience.

• Work with heavy-duty pump solutions used in critical water management applications across Africa.

• Support projects in mining, wastewater, sewage, agriculture, flood control, construction, and industrial infrastructure.

• Join a team focused on reliability, technical support, customer service, and long-term growth.

• Play an active role in expanding Tsurumi Pumps Africa's footprint across the continent.

• Product and technical training will be provided, although prior pump or related industry experience is required.

APPLICATION DETAILS

Interested candidates should submit their CV to:

recruitment@tsurumipumpsafrica.com

Subject line:

External Sales Representative Application, Tsurumi Pumps Africa

Applications close:

1 August 2026