

Business Development Representative – Rigging & Lifting Equipment

Location: Geelong Region (Victoria)

Employment Type: Full Time

If you're energised by building new relationships, opening doors, and growing market share, this could be your next move.

- Join a company with global resources, national support, and local focus.
 - A role for someone who is both a hunter and relationship manager.
 - Significant opportunity for progression within a growing group of companies.
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Certex Lifting supplies lifting and rigging equipment, steel wire rope, height safety, and other lifting solutions to a wide range of industries. Beyond product sales, we also provide connected services including testing, maintenance, and assembly of lifting products for industrial applications.

With over 18 Australian sites across five strong, interconnected brands, we are one of Australia's largest providers of lifting equipment solutions, with a far-sighted focus on sustainable growth.

...and we are still growing.

To support our ongoing successful growth and ensure existing clients continue to receive the highest quality of service, we are looking for an experienced Business Development specialist to join the team.

The role

You will be primarily focused on maintaining and growing our strong presence in the Geelong region and surrounding areas.

Whilst there is a base of operations in Geelong, as a true business development position, you should expect to spend approximately 70% of your time away from the branch; building new relationships, identifying opportunities and expanding market share, while also strengthening and growing existing accounts.

You will report directly to the Sales Director and will work closely with Victorian branches and the national sales team, to deliver strong commercial outcomes.

Your key responsibilities include:

- Proactively generating new business opportunities according to your plan, including cold calling, prospecting, face to face client visits, and attending trade shows and events as a representative of the company.
- Growing and maintaining existing customer relationships and reigniting past relationships.
- Developing and executing territory growth plans, with regular reporting on activities and progress.
- Developing quotes and proposals based on client briefs and site visits.
- Maintaining clear and complete records of sales activities and customer interactions.
- Working closely with branch leaders and customer service teams to ensure customer satisfaction is prioritised.

What we are looking for- Must Haves

- Minimum 5 years' experience in technical external sales with a proven track record of achieving growth.
- Experience in sales, servicing, or installation of rigging, lifting, or height safety equipment.
- Strong communication and relationship-building skills.
- Ability to work autonomously and manage your own territory.
- Confidence in working towards targets and performance expectations, and accountability for your sales plan.
- Records management / CRM proficiency and the ability to work with data to make informed decisions.
- A valid, unrestricted driver's licence.
- Willing to undergo a pre-employment medical, including drug and alcohol screening.
- The legal right to work in Australia on a full time, permanent basis.

What we are looking for – Nice to Have

- Experience with Microsoft Dynamics Business Central ERP.
- Experience utilising data visualisation tools (e.g. Power BI).
- Knowledge of, and the ability to interpret and apply relevant Australian Standards and other government and industry standards.

Who we are looking for

It is key to your success that you see yourself as part of a team that work together towards a common goal, showcasing one of our most critical values – being good to work with. We are also looking for the following attributes:

- You know how to make things happen – you are adaptable and able to find solutions.

- You are far-sighted – understanding the impact of your actions on the future and acting to prevent future issues.
- You are considerate, professional, and courteous towards others.
- You have a customer-focused, entrepreneurial mindset, with the ability to identify opportunities and deliver solutions.
- You are goal-oriented, able to work autonomously and self-manage time to meet outcomes.
- You are adept at working effectively and cooperatively with cross-functional teams.
- You are interested in continuous learning and adept at applying learned knowledge.

Why this is a good opportunity

You will be joining a nationally recognised leader in lifting and rigging solutions, backed by international resources and expertise. You will have the support of a highly experienced Sales Director and a collaborative national team of product experts, while being trusted to take ownership of your territory.

You can expect a competitive base salary, company vehicle and fuel card, and all required “tools of the trade”. Further incentives will be discussed with the right candidate.

You can expect a friendly, open, and comfortable company culture, paired with clear targets and expectations, to ensure you know what success looks like.

We are committed to providing opportunities for development to ensure you have the confidence and knowhow to provide superior customer outcomes and want to be a long-term part of the team.

How to apply

If you believe you have what we are looking for and want to be part of the team, [APPLY ONLINE NOW.](#)

We encourage you to include a cover letter with your application, showcasing your excellent communication skills.