

WE ARE LOOKING FOR A

**TECHNICAL SALES
REPRESENTATIVE-
CONSTRUCTION MARKET -
DIY RETAIL SECTOR (M/W/D)
FULL - TIME**



As a subsidiary of the internationally active fischer group of companies, we are looking for an Technical Sales Representative in Construction Market – DIY Retail Sector for the Fastening Technology division in Sofia and Plovdiv in Bulgaria.

RESPONSIBILITIES

- **Retail Account Management:** Build and maintain long-term relationships with DIY retail chains, category managers, and store managers.
- **Product Placement & Merchandising:** Optimize shelf visibility, manage planograms, and ensure effective use of POS materials.
- **Technical Retail Support:** Provide product training to store staff for customer consultation on fischer solutions.
- **Promotions & Activations:** Plan and execute in-store promotions, product demonstrations, and seasonal campaigns.
- **Market Analysis:** Monitor retail trends, competitor pricing, and market developments to support business decisions.
- **Sales Growth:** Drive turnover growth by expanding product ranges and developing new retail partnerships.

YOUR PROFIL

- **Education:** Degree in Business, Marketing, or a technical field preferred.
- **Experience:** Minimum 3 years of sales experience, ideally in DIY retail or FMCG.
- **Technical Skills:** Ability to explain technical products to professionals and DIY customers.
- **Language Skills:** Fluent Bulgarian and professional English skills.
- **Software Skills:** Strong MS Office skills, especially Excel.
- **Communication:** Strong negotiation and presentation skills.
- **Mobility:** Valid driving license and willingness to travel.

WE OFFER

- A professional position within a world-leading German group.
- Comprehensive training on fischer’s retail strategy and product portfolio.
- 22 days of annual paid leave.
- Competitive salary and performance-based bonus scheme.
- Company vehicle and professional mobile tools for field work.

Please send your application with a resume via email to:
gueorgui.tchotrev@fischer.at

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