



April 2026

Job Opportunity – Trade Counter Sales (Athlone & Drogheda) - two separate roles

As part of our continued expansion, we are currently seeking motivated and customer-focused individuals to join our teams in **Athlone and Drogheda** as **Trade Counter Sales Representatives**.

These are key frontline roles within the business, responsible for delivering excellent customer service, supporting sales growth, and helping to establish strong, high-performing branches in both locations.

Role: Trade Counter Sales

Locations: Athlone & Drogheda

Reporting to: Branch Managers in each case

Start Date: To be agreed

Key Responsibilities:

- Provide a high level of customer service at the trade counter, building strong relationships with electrical contractors and trade customers.
- Process sales orders accurately and efficiently using the company ERP system.
- Advise customers on product selection, availability, and suitable alternatives where required.
- Actively identify sales opportunities and upsell products to maximise sales and margin.
- Support the branch in achieving sales targets, with a strong focus on trade counter performance.
- Assist with goods inwards, stock control, and maintaining accurate stock levels.
- Ensure the trade counter and shop floor are well presented, organised, and fully stocked.
- Handle customer queries and resolve issues in a professional and timely manner.
- Work closely with colleagues across the branch to ensure smooth day-to-day operations.
- Adhere to company policies, procedures, and health & safety standards at all times.

The Ideal Candidate Will Have:

- Previous experience in electrical wholesale or a similar trade counter environment (preferred but not essential).





- Strong customer service and communication skills.
- Good product knowledge (or willingness to learn) within electrical or related industries.
- A proactive, positive attitude with a willingness to contribute to a growing branch environment.
- Good organisational skills and attention to detail.
- Experience using ERP systems (e.g. Intact) is an advantage.

These roles offer an excellent opportunity to be part of two growing branches within NEW, with strong opportunities for development and progression as the business continues to expand.

To Apply:

Please send your CV and expression of interest to **Larry Malone** by **22nd of April 2026**, clearly stating your preferred location (Athlone or Drogheda).

National Electrical Wholesalers (Irl) Limited
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