



Technical Area Sales Manager DACH (m/f/d)

Location: Bad Wünnenberg-Haaren (District of Paderborn, North Rhine-Westphalia) – combination of office and field sales

Start Date: Immediately / at the earliest possible date

Type of Employment: Permanent full-time position

About Us

ASM Steuerungstechnik GmbH, headquartered in Bad Wünnenberg-Haaren, is a trusted partner for reliable drive and control technology in stage, theatre, and studio applications.

Our product portfolio includes point hoists, scenery hoists, and lighting hoists and control.

Development and production take place at our company headquarters in Germany, from where we supply customers worldwide. Numerous patents and our specialization in system solutions for stage technology reflect our philosophy: quality – Made in Germany.

Your Responsibilities

- Manage existing customer relationships: System Integrators, consultants and end clients
- Identify and develop new business opportunities within the assigned area (DACH-region)
- Technical consulting and project support for customers
- Development and implementation of targeted sales concepts
- Market analysis and identification of new target markets
- Support and expansion of our partner network
- Participation in trade fairs and events (national & international)
- Close collaboration with development, engineering, production and marketing
- Combination of office and field sales (by agreement)



Your profile

Professional qualifications:

- Completed degree or vocational training in a technical and or commercial field, e.g. theatre & entertainment technology, civil engineering, mechanical engineering, industrial engineering, or comparable
- Professional experience in technical sales and B2B, ideally in stage machinery or event/building technology
- Experience in project management and quotation processing
- Good knowledge of the DACH markets, ideally with an existing industry network is advantageous
- Proficient in MS Office and ERP or CRM systems
- Excellent German skills (spoken and written) and very good English skills required; additional languages are an advantage

Personal competencies:

- Entrepreneurial mindset, initiative, and resilience
- Structured, solution-oriented way of working
- Strong customer orientation and team spirit
- Excellent communication, sales, negotiation and presentation skills
- Technical interest and ability to explain complex technical concepts in simple terms
- Willingness to travel within the DACH-region
- Driving licence (for car)

Our offer

- A varied and responsible position with room for creativity
- A motivated team in a growing company with flat hierarchies
- Possibilities to grow inside the company
- Permanent full-time position with flexible working hours
- Modern work equipment and optional company car arrangement
- International projects and exciting customer contacts
- Attractive remuneration
- 30 days of vacation per year (based on a 5-day week)
- Additional benefits such as team events, bike leasing, WellPass



Application

We look forward to receiving your complete application by **10 October 2025** (CV, references and, if applicable, a short cover letter) in PDF format by e-mail to: hr@asm-stage.de

Further information: www.asm-stage.de

Equal Opportunity Statement:

We welcome applications regardless of gender, age, origin, religion, disability, or sexual identity.