

ETNA Coffee Technologies is an innovator and developer of professional coffee machines for use in offices and light catering. All machines are developed and built in the Netherlands and are of high quality. Reliability and robustness are our top priorities. The machines are sold by ETNA to operators/dealerships and coffee roasters. Our current sales activities are more and more focused on sales in Europe. Our products are sold in more than 20 countries worldwide, our focus being some European countries among which Scandinavia.

The next years we want to make our export share grow substantially. A significant part of this growth has to come from Scandinavia. To initiate and support this growth strategically and operationally we are looking for an enterprising and commercial

New Business Sales Manager

You will be responsible for setting up and supporting a network of operators/dealerships and coffee roasters that still has to be developed. The New Business Sales Manager is responsible for building up the ETNA brand, sales and aftersales of the ETNA coffee machines to operators and coffee roasters and the associated commercial and supporting activities in Scandinavia . We are looking for a commercial go-getter who converts plans into activities and makes them come true.

- Acquisition of new customers (operators and coffee roasters) in Scandinavia
- Managing and coordinating setting up and supporting a sales network, relations and other contacts
- Coordinating the implementation and adjustment of the sales strategy
- Entering into long-term partnerships, the drafting and negotiating of distribution contracts, and developing and/or ending partnerships
- Giving input about market information for the company and sales strategy to be followed
- Developing of and positioning in the market
- Coordinating the co-operation between the Netherlands and Scandinavia
- Maintaining and building contacts with existing customers
- Visiting customers regularly
- Researching new markets
- Building the ETNA brand, through consistent marketing communications
- Drawing up sales plans for existing and new customers

You are responsible for:

- Developing a dealership network in Scandinavia
- Making and implementing a commercial year plan
- Timely recognition of trends and taking actions to adjust the organisation strategy with regard to these trends
- Developing, executing and guarding the organisation strategy for Scandinavia
- Conducting a financially healthy strategy, in accordance with the KPIs and Budget jointly agreed on
- Maintaining external relationships

What makes you the perfect candidate?

- You have built a career with 3+ years of experience in B2B organisations, preferably in Scandinavia out of Home coffee market (coffee machine manufacturer, coffee roaster, ingredient supplier, supplier of water filters or payment systems.)
- An university degree
- Strong expertise in local market requirements
- Work experience in an international account structure
- Demonstrated record of high achievement and success in building a business with direct P&L contribution
- Excellent relationship skills
- Excellent communications skills, both oral and written
- Fluent English language skills
- Strong presentation skills
- Able to work with teams locally and globally

What we offer:

- A good salary and benefits package
- Working in an international team at a dynamic and fast-growing company
- Lots of opportunity for further growth

Interested candidates send their application documents via email to hrm@etna-ct.com.

For questions you can call Mr. Peter Jager; through +31 (0)6 125 973 54 or p.jager@etna-ct.com