

Sales Manager UK (North / South)

ETNA Coffee Technologies is an innovator and developer of professional coffee machines for use in offices and 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 12 European countries among which the UK.

The next years we want to make our export share grow substantially. A significant part of this growth has to come from the UK. To initiate and support this growth strategically and operationally we are looking for two experienced Sales Manager

Sales Manager North / South UK

Together with our distributor, So Pure Beverage Technology, you will be responsible for setting up and supporting a network of operators/dealerships and coffee roasters. The Sales Manager is responsible creating a sustainable Partner network (operators and coffee roasters), building up and strengthening the ETNA brand, sales and aftersales of the ETNA coffee machines. We are looking for a commercial go-getter who converts solid plans into activities and makes them come true.

- Acquisition of new Partners - resellers (operators and coffee roasters) in the UK
- Commercial support to the Partner 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 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 the UK
- 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 Partnership (dealer) network in the UK
- 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 the UK

- 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 the UK 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 Anne Sprenkelder, HR Manager; via +316-49 77 14 17.