



WILLOWS INGREDIENTS

Job Description
Sales Manager Benelux, Scandinavia, Germany

The Company

Willows Ingredients Ltd is a dynamic and growing business leading the way in distribution of high-quality raw materials within the Nutra ingredients industry. This is a unique opportunity to join our team as we are seeking a Sales Manager within our European team who will be a key player in our expansion across Europe. Willows Ingredients Ltd maintains an esteemed reputation within the industry, valuing excellence and innovation with our customers being our number one priority.

Role: Sales Manager Benelux, Scandinavia, Germany

Line manager: European Sales Manager

Job Description –

The Benelux Sales Manager will be responsible for driving sales and managing customer relationships across the region. This role requires regular communication with clients, managing sales enquiries, creating quotations, and maintaining key accounts. The Sales Manager will also assist with planning customer engagement activities, attending events, working closely with the European Head of Sales and the operations and purchasing teams to maximise sales performance, ensuring customer expectations are met.

- Provide regular monthly sales reports to the European Head of Sales as agreed, detailing sales activities, achievements, and market insights for the European region.
- Deliver the agreed individual sales budget and contribute to the overall sales targets of the business.
- Maintain regular contact with key accounts on agreed intervals to ensure high levels of customer satisfaction and retention.
- Develop and nurture relationships with customers through planned individual account support and collaboration with internal teams.
- Effectively identify and assess customer needs, offering tailored solutions and product proposals to meet their requirements.
- Assist in the planning and executing of customer engagement activities such as exhibitions, training sessions, client visits and product demonstrations.
- Attend and contribute to sales meetings, providing updates on activities, tracking progress, and driving monthly sales targets.
- Make recommendations to improve the quality and efficiency of the sales department's output and processes.

- Collaborate with sales colleagues as required in preparing quotations and managing customer activities.
- Work with the operations team to minimise costs and maximise sales margins.
- Be a strong ambassador for Willows Ingredients Ltd aligning with the Company's ethos and values in all your interactions.

Qualifications

- Minimum 5 years' experience in sales within the Nutra ingredients industry.
- Strong understanding of the Benelux market dynamics and customer base.
- Excellent communication and interpersonal skills, with the ability to build and maintain strong customer relations.
- Ability to work independently and manage multiple accounts effectively.
- Strong analytical and problem-solving skills.
- Ability to meet and exceed targets.

Preferred Skills

- Bilingual, with fluency in English and at least one other European language.

Working Arrangements

- Home office with travel for customer visits, events, and meetings

Benefits

- Attractive compensation model with performance-based bonus
- Effective quick decision-making process
- Employee Assistance Programme