

Field Sales Manager - Benelux

Job Description

Department: Sales Europe

Location: Benelux

Reports to: Vice President Sales - Europe

Essential Functions:

- Responsible for ensuring that relevant customers, partners, and influencers in the territory (integrators, end-users, channel partners, resellers, and consultants) choose our company for their specialty display needs.
- Able to sell directly, manage channel partners, and influence industry thought-leaders.
- Refine and execute sales strategy in achieving business results for the territory.
- Contribute to the channel strategy, implement that strategy by signing appropriate channel partners, and then manage those partners to achieve aggressive sales goals.
- Cooperate with internal colleagues in Marketing, Technical Support, Sales Operations and other functions, in support of a collaborative, customer-focused organization.
- Contribute to pricing decisions by providing market intelligence, competitive information, and other market, customer, and partner feedback.
- Actively contribute to the development of channel marketing programs.
- Actively contribute to the ongoing analysis, refinement and execution of business strategies.
- Communicate market and product information to business leadership team.

Personal requirements:

- Technology sales experience, which preferably includes proAV experience.
- Prior sales experience with LCD and LED displays is an advantage.
- Track record of demonstrated success selling and forecasting sales in the territory required.
- Demonstrated effective communication skills; oral, written and presentation required.
- Demonstrated ability to deliver results in fast paced dynamic environment required.
- Frequent travel required.

If you are interested in applying for this position, please send your CV and cover letter to hremea@leyardgroup.com.