

## Sales Manager - Nordics

Department: **Sales Europe**

Location: **Nordics**

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### **Job Summary:**

The Sales Manager is responsible for ensuring that relevant customers, partners, and influencers in the territory (end-users, channel partners, resellers, and consultants) choose our company for their specialty display needs. The Sales Manager role requires an ability to sell directly, manage channel partners, and influence industry thought-leaders. The Sales Manager will think and act according to the company's strategy in achieving business results for the territory. The Sales Manager will contribute to the channel strategy, implement that strategy by signing appropriate channel partners, and then manage those partners to achieve aggressive sales goals. The successful candidate must work well with internal colleagues in Marketing, Engineering, Technical Support, Sales Operations and other functions, in support of a collaborative, customer-focused organization.

### **The Sales Manager shall also:**

- Refine and execute sales strategy to meet business goals in the territory.
- Identify, recruit, attain, and manage the best resellers and industry thought-leaders in the territory.
- Solicit and participate in joint sales calls, promote marketing programs, participate/conduct trainings and product demonstrations, participate in tradeshow and model the speed, agility, aggressiveness, teamwork, and responsiveness required to win in our marketplace.
- Establish performance measures and evaluate effectiveness and competitiveness of channel partners, Manufacturers' Reps, and programs.
- Provide market intelligence, competitive information, and other market and customer feedback.

### **Requirements:**

- Relevant education related to sales, business, administration or technical field
- Technology sales experience either as sales manager, inside sales representative, back office sales, or similar role of salesperson, with further ability to be developed for the sales manager role
- proAV experience is preferred (prior sales experience with LCD and LED displays is 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
- Ability to read, write and speak English on professional level
- Ability to interact with colleagues in multinational environment

If you are interested in applying for this position, please send your CV and cover letter to [hremea@leyardgroup.com](mailto:hremea@leyardgroup.com).