

## **Sinoboom BV Role Profile:**

### **Regional Manager (RM) Germany, Austria, Switzerland and Nordic countries.**

#### **Purpose:**

The RM is responsible for the sale of our products and services in the specified territory.

#### **Functions:**

The RM provides ongoing support, mentoring and oversight to our distribution partners, ensures that we provide comprehensive after sales service within the region and focusses on contact with, and sales to, Key Accounts.

The RM reports directly to the GM. Collation and reporting of market intelligence from the specified region is a key function.

The RM ensures profitable growth in sales revenue through planning, execution and management of a motivated team of internal and external staff.

#### **The Role**

The RM will report to the GM. This is an executive-level position responsible for the commercial strategy and development of the business through marketing, sales, product development and customer service activities to drive business growth and market share within the territory. The RM will take ownership of the customer and the customer interface within the territory to ensure that all functions of the organization are aligned to meet its strategic commercial objectives.

#### **Key Accountabilities & Responsibilities**

- Design or contribute to marketing programmes.
- Develop training for new staff and sales partners.
- Set long and short-term sales strategies for the assigned district.
- Oversee the sales activities of the organization's products/services in the territory.
- Oversee and optimise after sales services within the territory.
- Identify additional dealers and service partners where necessary.
- Participate in the interview and recruit process of partners within the territory.
- Review objectives of all external sales partners
- Develop and maintain strong personal relationships with all Key Accounts in the territory.

- Guide partners to ensure effectiveness of cross selling activities.
  
- Design cross selling campaigns and programmes
- Establish and maintain channels between resellers and product developers (NPD)
- Manage and direct the sales force for the achievement of sales goals within the assigned territory.
- Evaluate appropriate new sales techniques and ensure implementation in order to increase sales volume within the territory.
- Make recommendations on product enhancements for improved sales potential.
- Design or contribute to marketing programs.
- Assist in the establishment of finance programmes for our customers.
- Ensure the territory sales volume is at its best possible level.

### **Experience and Qualifications**

Strong leadership skills demonstrated experience in developing AND executing successful commercialization strategies in early-stage companies, Strong and demonstrated strategic thinking skills, Ability to think creatively and develop non-traditional solutions to complex business challenges, Outstanding sales management skill, Strong negotiation and analytical skills, Ability to be hands-on as well strategic. Knowledge of the MEWP and Rental sectors.

### **Key attributes:**

- A strong commercial background involving marketing, direct sales, sales and channel management, contract negotiation, development of pricing strategies, key account management.
- A history of growing sales, margin and market share
- Strong commercial background in the MEWP sector or related sectors
- A passion for new products and the MEWP industry generally
- Established network within the territory
- Demonstrated ability to successfully launch new products and build profitable income streams.
- Ability to identify new product opportunities and work with customers to position our company as their partner of choice.
- A team player able to work well with the technical team to prioritise projects and accelerate time to market for new products.
- A “self-starter” able to work remotely with the support of the head office.
- Good knowledge of relevant CRM processes
- Fluent English and the relevant territory language

At Sinoboom BV, we believe that diversity, equity, and inclusion are essential for a thriving workplace and a better world. We are committed to creating a culture where everyone feels valued, respected, and included regardless of their background, identity, or experience.

We recognize that a diverse workforce brings different perspectives and ideas, which leads to more innovation and creativity. We strive to create an environment where all employees can thrive and reach their full potential.

We are committed to promoting equity by providing equal opportunities for all employees, regardless of their race, gender, sexual orientation, religion, disability, or any other characteristic. We are dedicated to eliminating bias and discrimination in all forms and at all levels of our organization.

We value and celebrate the differences that make us unique, and we believe that inclusion means actively welcoming and valuing everyone's contributions. We will continue to foster an inclusive culture by listening to and learning from diverse perspectives, and by promoting open communication and respectful dialogue.

We are committed to creating a workplace that is safe, inclusive, and welcoming for all, and we will continue to prioritize diversity, equity, and inclusion in all aspects of our business.