

Are you a hungry sales professional ? Are you eager about selling products to new customers and supporting the growth of a business ? Are you passionate about the very dynamic bicycle and micromobility business ? Then you are the person we are looking for !

KEY ACCOUNT MANAGER GERMANY & AUSTRIA SPANNINGA DEUTSCHLAND GmbH

At Spanninga we are passionate about creating winning strategies for our brand and our customers across the globe. Becoming a Key Account Manager (KAM) at Spanninga means becoming the trusted advisor of your portfolio of large accounts. You develop a strategic approach to your prospective and current accounts with the objective to ensure Spanninga is top of mind, achieve your targets while acting in the interest of our customers and ensuring world-class service.

You'll be part of something great and exciting, in a company large enough to have credibility and reach, but still agile enough to allow you to have opportunities to help shape how we grow.

Your missions :

The team consists of the Chief Commercial Officer, to whom you will be directly reporting, other regional KAMs and Office Sales Managers based in the various sites of the Spanninga Group.

- develop the commercial strategies as well as solution selling approaches in order to reach respective targets and grow sales with current and new accounts
- create customer plans and negotiate contracts with customers
- collaborate with the sales team to develop and share best practice
- collaborate with the marketing and tech teams on demos and tools
- listen to the market needs and your customers and share your insights with the marketing and product management team
- identify and propose new business opportunities

As soon as the situation will allow it,

- frequent traveling in Germany and Austria (4 days a week)
- frequent participations to events such as trade shows and open days at customers
- regular visits to the HQ in the Netherlands
- yearly participation to our international sales convention

are required for the position.

Who we are looking for :

- Bachelor's degree or equivalent
- Over 5 years experience in a commercial B2B role
- Solid bicycle market knowledge
- Native German
- English fluency
- Strong negotiation and leadership skills
- Excellent skills in networking and building relationships.
- Driven, entrepreneurial and results-oriented
- Team spirit, curious and self-motivated mindset
- Ability to adapt within a dynamic environment
- Autonomy in time management
- MS Office advanced user



What we offer you

- A dynamic workplace based on respect, where everyone has a voice and participates in decision-making.
- Competitive compensation including package with bonuses
- Company car, mobile phone and laptop

About Spanninga

Founded in 1918, the company has always been family-run. With its headquarters in Joure (Friesland, The Netherlands), the only goal of Spanninga has been to bring safety of the cyclist up to another level. And this value crossed the Dutch borders, making the Spanninga Group one of the leaders of bicycle safety in the world. Our 100-year heritage and the trust that customers put in the name Spanninga keeps us striving for the next challenges, and pursuing the limitless possibilities of light. That is the core spirit of Spanninga.

Being part of the workforce at Spanninga, means joining a group that looks to the future with optimism and determination. You will join a company that is striving to make the world safer, smarter and more attractive; a company with fierce entrepreneurial spirit and passion which is determined to be the most innovative among micromobility lighting specialists.

If you are interested in this position, please send your application to hr@spanninga.com

