



SALES MANAGER

FRANCE & SOUTHERN EUROPE

🕒 Fulltime 📍 France 📄 With experience

Do you have a passion for cycling and want to play a fundamental role in developing our market share within the bike industry? At Spanninga, we are looking for an experienced Sales Manager, who will be at the forefront of driving our mission to enhance safety for every bike ride and responsible for acquiring and executing sales in France, Switzerland and Southern Europe.

Your role

As a Sales Manager, you will be the driving force behind expanding our presence in the dynamic micromobility light market, by identifying qualified leads and prospecting new customers. You will define the best sales strategy for your region and coordinate a team of sales agents who are experts in their local markets. You will develop business with the constant goal to build strong and profitable relationships and achieve challenging sales targets. You will engage with our customers, mainly bike manufacturers but also distributors, with our innovative standard collection offering, as well as tailor-made solutions.

Your tasks include:

- Developing and executing strategic sales plans aimed at realizing ambitious growth goals, while adjusting your approach in response to market changes and customer feedback ;
- Organizing and structuring sales activities, and conducting regular visits to customers and prospects in France and Switzerland ;
- Supporting sales agents in Italy, Spain and Portugal to maximize business opportunities and customer satisfaction ;
- Managing and developing effective growth strategies with specific key accounts ;
- Continuously collecting data and reporting on market trends, competitive products and pricing ;
- Providing technical support and expertise and driving customer-oriented activities ;
- Prioritizing customer satisfaction and ensuring a positive customer experience ;
- Working closely with inside sales for seamless pre-sales and after-sales processes.

Your profile

Spanninga is seeking individuals who are not only skilled but also passionate about making a difference in the bike industry. You have:

- A minimum of 3 years in business development or a sales role ;
- Completed studies in Business Management ;
- Experience in the bike business is a significant plus ;
- A proven track record of increasing sales and acquiring new customers ;
- The flexibility to travel extensively to customer locations and trade fairs across Europe ;
- Exceptional negotiating and communication skills ;
- A customer-focused mindset and a professional 'can do' attitude ;
- A strong organizational skills and team-oriented personality ;
- Self-motivation, eagerness and performance-driven approach ;
- The ability to work independently and as part of a team ;
- A good technical understanding ;
- **French as a mother tongue ; proficiency in English is essential.**





Why Spanninga

Joining Spanninga means becoming part of a family business with a deep-rooted passion for cycling. We strive to make every ride safer, smarter, and more enjoyable. Our innovative spirit and commitment to excellence drive us to continuously improve and lead the market in micromobility lighting solutions.

Our Sales team is spread across Europe and Asia, and you will report to the Group Sales Director located in Joure (the Netherlands). You can be based anywhere in France or Switzerland, with the flexibility to work from home and travel to customer sites as needed. Periodic travel to our head office in Joure and site in Nantua (France) will be required.

Expect a positive and inspiring atmosphere, good coffee, an informal working environment, and an open corporate culture. We are committed to your personal development and offer opportunities for courses or training.

We offer you:

- a full-time role with the possibility of working partly from home ;
- a competitive salary with attractive benefits and perks ;
- the chance to be part of a company that values innovation and the joy of cycling.

Does this resonate with you?

✉ **Then we look forward to hearing from you via hr@spanninga.com**

