



Job Description (Job Profile)

Job title	Silca Sales Manager Belgium & Luxemburg		
Company name (legal entity/country)	Silca Benelux – H. Cillekens & Zn BV		
Segment/Group	EMEA	Region/ Department	Italy / Benelux
reports to:	Managing Director of Silca Benelux – H. Cillekens & Zn BV		

Job Family ⇒ please tick if applicable	Manufacturing	<input type="checkbox"/>	Sales & Service Back Office	<input type="checkbox"/>
	Sales	X	IT	<input type="checkbox"/>
	Service Sales	X	Procurement	<input type="checkbox"/>
	Product Development	<input type="checkbox"/>	Quality Management	<input type="checkbox"/>
	Logistics	<input type="checkbox"/>	Finance & Controlling	<input type="checkbox"/>
	Legal & Compliance	<input type="checkbox"/>	Comm. & Marketing	<input type="checkbox"/>
	HR	<input type="checkbox"/>	Other G&A	<input type="checkbox"/>
	General Management	<input type="checkbox"/>		

Purpose of the function ⇒ summarize in one sentence, why this job exists and what it contributes to the overall business	Manages the Belgium sales and service organization (5 people) and all relationships with existing customer base – planning and organizing activities/meetings/visits – and provides Country / Area analysis to scout for new potential customers and opportunities, managing interface with assigned distributors / customers. Member of the management team.
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Key Tasks & specific challenges (prioritize 6-9 major areas and main tasks/activities) ⇒ general summary of major areas of activities and responsibilities ⇒ description of major job challenges	Liaise with the Regional Lead to identify the commercial targets and KPIs to be achieved in the respective market;
	Ensure monitoring the market and the preparation of structured market/business analytics (e.g. market coverage, sell-in/out, customer needs) to assess local performances, identify and correct gaps with agreed action plan;
	Apply commercial policy and sales strategy in terms of marketing and communication actions to promote brand and business;
	Define orders and conditions (discounts, delivery, payments); negotiate conditions in line with Directions' guidelines, manages technical requests and provides relationships with all involved functions in the Company (e.g. Technical Assistance, Logistics, R&D, Customer Care, etc.);
	Manage 2 regional salesmen, co-manage 1 technician and 1 back-office employee
	Participates in local and European management meetings
	Takes part to and organizes fairs, open-doors, roadshows



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Key Accountabilities	Corresponding activity / responsibility	Expected end result (Key Measurements / Metrics)
<p>⇒ all jobs are accountable for producing a range of outputs or end results (usually between 4 to 8 end results)</p> <p>⇒ for each of the key accountability please state the expected end result and the major activity carried out to achieve the results</p>	Sales	Sales growth according to budget
	Service sales	Service sales growth
	Customer satisfaction	NPS>90

Key functional interrelations	Internal	Team leader Back-office Benelux		
	External	Customers		
Headcount	Number of direct reports	2+2	Total number of employees in area of accountability	5
Leadership responsibility	<input type="checkbox"/> Disciplinary	X Functional		
Activity scope of the function	Organizationally	Sales management		
	Geographically (global, regional, local/country)	Belgium & Luxemburg		

Work Experience (years in same function/area)	<p>A solid sales background of min 5 years is needed, preferably referred to tools, and equipment and DIY market and locksmithing market</p> <p>Orientation to results</p> <p>Initiative, self-starting approach and entrepreneurial spirit</p> <p>Constructive leadership and empathy</p>
Educational requirements	Technical diploma (Degree of High School) or relevant work experience

<u>Language skills</u> (please tick if applicable)	Basic proficiency	Colloquial knowledge	Business fluency	Native or bilingual speaker
English	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>
Dutch/Flemish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
French	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X