

# Sales Manager

## Ingredients for Food & Health

### Mission

To maintain and develop sales of a portfolio of products and services to the Food industry area in the country to achieve agreed business targets and meet customer needs.

### Main Accountabilities

- To manage, develop and understand the needs of a growing customer base, making regular visits to these accounts and building, maintaining and managing relationships with key contacts at all levels
- Negotiate prices and volumes with customers in order to maximize returns to the business
- Seek out, analyse and develop new accounts, promoting sales of the product portfolio in line with business growth strategies.
- Agree on and achieve annual sales budgets with the Country Manager Bulgaria and Market segment Director EMEA
- Gather, analyse, interpret and present market, product, competitor and industry data to enable development of the forward strategy of the business
- To visit and represent the company at trade fairs, exhibitions and conferences, networking with representatives from a broad range of companies
- Pro-actively monitor and review payment terms against customer portfolio, ensuring that payment terms and methods are adhered to, keeping business risk to a minimum. Ensure that payment terms and cash flow implications are considered at time of negotiation for all new and existing business

### Experience, Skills & Education

- Bachelor degree in relevant field ( food technologist; chemist, chemical engineer )
- ±3 years of experience in the production of food products.Experience in sales is a plus
- Excellent communication skills
- Proven analytical skills
- Fluent in English
- Negotiation skills
- Good presentation skills
- Ability to work under pressure
- Ability to liaise with people at all levels
- Knowledge and networks within country area industry
- Understanding of products and their application

### Reporting line and organisational level

- Country Manager Bulgaria

### Internal and external stakeholders of the role

- Internal: Product Managers, Commercial Manager, Business Manager, Back office Team
- External: Customer portfolio



### Azelis Bulgaria

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