

POSITION: Sales Area Manager

FUNCTION / AREA: Commercial Management / German Market

DIRECT MANAGER: General Manager / Sales Manager

RESPONSIBILITY: ensure the development of the Brand in his own area, in accordance with the strategy and company objectives.

#### Tasks

- is responsible for the business plan, defining:
  - the strategic plan
  - the objectives and the sales budget
  - the spending budgets
  - sales forecasts
- checks the sales trend, the congruity of the CRM data and the implementation of the plans to support the budget
- manages the sales network
- coordinates the budgets and activity plans for the Region budget
- evaluate the performance of customers
- studies the market, competitors and industry trends
- collects customer feedback and provide updates to Senior Management, Product Management and Designer
- travels to potential and existing customers within an assigned sales area to present company offerings and build brand awareness

#### Personal characteristics

- higher education in marketing, business management, or textile
- proven sales experience of minimum 5 years in textile or fashion
- high engagement, ongoing determination, special feeling for fashion, orientation
- spirit of initiative, result, flexibility, problem solving skills
- excellent organizational skills, strong interpersonal skills and predisposition to the relationship with the customer
- proven management competence
- good analytical skills
- proficiency in all Microsoft Office applications
- passion/sensitivity for the product and the reference market
- availability for frequent trips abroad
- German and English are a must, French, Spanish and Italian are an advantage



## JOB DESCRIPTION

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