

Sales manager Benelux

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Description

BRP Systems is in the midst of a transformation journey moving entirely to cloud, developing and delivering new products and services as well as expanding internationally with the vision of achieving the leading market position in Europe within our core verticals in the fitness & wellness market. In this context we are looking for sales managers for several territories such as Nordics, UK & Ireland, DACH, Benelux and Southern Europe.

In this role you will lead the sales efforts of BRP tasked to secure accelerated organic SaaS license growth as measured by strong key account management but more crucially through medium to large client acquisitions in the Nordics and Europe.

BRP has over the past years had a Gazelle like growth tempo and has as of recently delivered several significant investment initiatives to strengthen the software capabilities and delivered modules within business intelligence, big data, sales automation & CRM, machine learning just to name a few.

The challenge

BRP has ~45% market share in Sweden and approximately ~15% in Norway within the fitness, bath and spa market verticals with further presence in Finland, Poland and Croatia. We take great pride in the fact that amongst our clients are 7 out of 10 of the largest fitness chains in the Nordics. We expect you to be the driving force in leading the international sales development of BRP in your assigned territory.

Responsibilities

- Establish strong CXO & key stakeholder relations with named clients & prospects in the medium (+10 clubs) to large segment (+50 clubs)
- Establish named key account management and business development plans
- Deliver on pipeline and sales growth
- Role will report to VP Sales & Marketing Europe

Qualifications

- Outstanding commitment to results and high performance
- International experience
- Documented sales and business acumen
- Documented high performer
- Ability to manage lead high performing distributed sales teams for the named accounts with resources from management, sales, marketing, pre-sales, consulting, R&D and ecosystem generally as applicable.