

B2B SALES MANAGER

The B2B Sales Manager is responsible for establishing a commercial strategy for the company's B2B division, including sales development with professionals and building B2B client loyalty.

This position combines **expertise** and **strategy**, with a direct impact on our business!

STRATEGY:

- Definition of the global commercial policy
- Development of a sales and marketing action plan
- Segmentation of customers according to markets
- Development and implementation of strategic prospecting process and loyalty strategy (provision of tools if necessary)
- Implementation and optimization of processes as well as the customer experience
- Search for new commercial supports (agents, web sites, etc.)

COMMERCIAL DEVELOPMENT / PROSPECTION:

- Customer loyalty in France & Export hubs
- Implementation of actions to acquire and develop new customer accounts
- Organization and proactive prospection via email or telephone
- Negotiation of commercial conditions / Customer advice
- Competitive intelligence of the market and its evolutions, observation of market trends
- Creation of monitoring dashboard and qualitative reporting

MANAGEMENT AND SALES ADMINISTRATION:

- Advise customers on products according to their needs and business objectives in collaboration with the Sales Administration assistant, ensure product availability
- Ensure customer satisfaction after sale

MARKETING / COMMUNICATIONS:

- Work closely with the Marketing and Communication Manager on projects and collection releases
- Collect insights/feedback on customer issues in order to optimize actions, discourse and tools
- Optimize commercial supports and update them regularly

ANIMATION:

- Propose new services and innovative tools to develop B2B relationships
- Organization of international fairs
- Organization of commercial campaigns

B2B SALES MANAGER

REQUIRED PROFILE

- Relational ease and commercial fiber
- Unfailing team spirit +++ and ability to collaborate with all areas of the company (Marketing, production and operational)
- Mastery of the Office pack and prospecting software
- Very good level of English and German would be a plus
- Flexible, strategic and pragmatic mind (thinker & doer)
- Very good communicator, both orally and in writing: short, clear, concise & impactful
- Creative
- Able to analyze, structure and synthesize data
- Spirit of initiative to contribute to the development of a growing company
- Autonomous, ultra-organized, resilient and enthusiastic!

POSITION TYPE

- CDI position to be filled as soon as possible
- Paris / Normandy
- Occasional remote work possible
- Education: Bac +5 / Master
- Experience: > 3 ans
- Textile, Design, E-commerce

RECRUITMENT PROCESS

- 10-15 minutes interview via telephone
- Physical interview in our premises + a case scenario

CONTACT US

Our human-sized company (between 10 and 20 employees) is growing, with a thousand ideas to transform and a new team to shape. Surrounded by passionate talents, you will join a creative and motivated team on a human scale. Atypical candidates are welcome!

We look forward to (please be yourself):

- A cover letter
- A CV

Write to us at contact@atelierbrunette.com

Email subject: Application for the B2B Sales Manager position

