



JOB DESCRIPTION

Job title	Sales Coordinator [DACH region]
Department	Sales Operations
Based	In market, Frankfurt/M. region
Responsible to	Sales Operations Team Leader / DACH Sales Manager
Salary	Competitive
Hours	40 hours per week

About the Company

Our purpose is to change the way people live in cities. By providing the means to commute or explore with a bike that you can take anywhere and store anywhere, we can make cities better places to live. We want to increase people's freedom, improve their health, and reduce society's impact on the environment. We make more than just a bicycle, and we are more than just a bicycle company.

We continue to make the Brompton in West London, where we started in 1975, but our product has travelled far - we now export 80% of our bicycles to 47 countries. In the past 3 years we have invested in a new purpose-built production facility, transformed our digital architecture, opened new flagship stores, and had our biggest product launch in company history and we're not stopping there...

To truly deliver on our purpose, we need passionate, innovative, and talented people that want to challenge the status quo and make an impact. We can offer you a job you won't find anywhere else.

The role

Brompton has taken direct responsibility for the distribution of its products in Germany, Austria, and Switzerland. As the DACH market is growing, a second Sales Coordinator role has opened to help support and develop further this Tier 1 market.

Reporting to the Sales Operations Team Leader, this Frankfurt region and initially home office based role, requires a significant degree of organisation, proactivity and most importantly, commercial skills as you become part of the frontline Sales Operations department, responsible for actively supporting sales and developing relationships between Brompton and its dealers.

Along with the Sales Coordinator already in place, your principal remit shall be to support the in-country Sales Managers in significantly growing sales in Germany, Switzerland, and Austria. Together you will be responsible for the development of a twelve-month sales pipeline; maintaining and managing your pipeline on a weekly and monthly basis, ensuring bicycle orders are received in-line with our production plan and our pre-ordering system. As such, you will be required to build and foster personal relations with, and develop thorough understanding of, the 250+ strong retail network you have joint responsibility for in order to provide frontline sales support via phone and email, as well as from time to time, supporting wider

European sales. Within that role we expect you to pro-actively execute sales actions and tasks, usually organised as campaigns within certain periods.

One of your first challenges shall be to understand the different accreditation levels recently implemented in the market, drive, and monitor the pre-order system. Though you will quickly find your role requires you to develop a wide understanding of Brompton as you funnel information into and out of the business, bringing you in contact with most internal departments.

You will be the first point of contact for German, Swiss and Austrian consumers making their enquiries to Brompton. You will then quickly develop knowledge to efficiently answer a multitude of sales and technical enquiries, supporting the internal Customer Service and Technical/ Warranty team. Additionally, and on a regular basis, you will be required to make and support translation of marketing materials into German for dispersal to dealers in your region.

Industry experience or at least some advanced understanding of bicycle technology is a desired skill.

You will quickly develop electric bike market knowledge/awareness and assist our Commercial team responsible to support and sustain sales development of our electric bike in your region. Additionally, as the bicycle retail landscape continues to evolve, along with the Sales Managers, you shall explore, champion, and facilitate new routes to market, including B2B corporate opportunities, leasing programmes and Click and Collect. Knowledge and experience consequently in these areas is desirable.

Whilst your primary activity is to support the delivery of sales through your relationships, commercial acumen, and sales pipeline planning/ execution, it's a role for someone who is keen to learn the full breadth of our company's activities and products, who is ready to progress in a position they are already sure-footed in, and who is excited by the potential of a long-term commitment to this fast-growing British success story.

The Person

The ideal candidate should always remain rational when dealing with challenging situations, ensuring communication is systematic and factual. They will be required to use practicality as a method to reach solutions. The ideal candidate will be routine-orientated, methodical, thorough, compliant, cautious, sensitive, diplomatic, self-disciplined, amiable, and accommodating. The job is likely to involve administration, negotiating, advising and generally servicing people therefore the successful applicant will display a friendly approach and the ability to persuade others in a thorough and factual manner. Proven sales skills, either gained in personal sales or via distant selling, are implied as existing.

The job holder should enjoy working in structured situations, where consistent performance persistence, working within specific guidelines, rules, and procedures to see a task through conclusion are key factors.

The successful candidate will be able to listen, absorb information and at the same time build upon stable relationships, developing networks and identify resources as and when necessary. They will develop trust in people, be willing to smooth relationships, advise and assist others, adopting an accommodating and helpful attitude.

The successful candidate will be keen to consistently develop competence, expertise, and practical procedures; they will provide simple practical solutions and tie up any loose ends, evaluating situations and calculating risks whilst justifying and defending correctness.

Main responsibilities

- Understand the accreditation levels, drive, and closely follow the pre-order system.
- Supporting sales of all Brompton products across your retail network
- Supporting the development of the retail network and new routes to market in your region
- Build and strategically foster relationships with retail customers, to gain clear understanding of their businesses, requirements, and objectives, to ensure sales metrics are met and expectations exceeded
- Developing strong working relationships with the in-country Sales Manager
- Understand and closely follow the twelve-month rolling sales forecast/pipeline plan for your retail customers in accordance with sales objectives
- Pro-actively carrying out sales actions. Usually via distance sales instruments.
- Closing weekly sales in accordance with your pipeline plan
- Performing statistical analysis and assess actuals vs forecasting
- Raising risks and opportunities for your region and developing related corrective and preventive actions
- Funnelling information, to and from customers, into and out of the business and across Brompton departments
- Translating, or supporting translation of, Brompton trade communications
- Supporting the Marketing department - updating customers on marketing activities and priorities
- Driving awareness and interest of new products and service opportunities
- Supporting Customer Service and Technical/ Warranty teams with retail enquiries via email and phone
- Taking payments from time to time
- Representing Brompton at trade and consumer events from time to time

Personal attributes and skills:

- Fluent in German, English
- Strong sales ability and customer service skills
- Market aware and commercially focussed
- Strong numeracy skills with an ability to construct and interpret sales data/ reports
- Ability to construct pivot tables and use common Excel tools
- A natural communicator that can persuade and influence others
- Proactive with a problem-solving mind-set
- Ability to deliver presentations and report on markets
- Flexible and able to quickly understand the requirements
- Attention to detail and a willingness to dig down into details while retaining a sense of the broader picture are essential
- Determined and resourceful, able to adapt to a fast-paced environment
- Passionate, able to work in a multicultural environment
- A valid passport
- An understanding of Brompton's ethos and how this has shaped its brand values

Experience:

- Ideally bachelor's degree in one of the following areas - Business; Sales; Supply Chain
- Minimum three years' sales, trade account sales/ sales support experience

Job Profile

Brompton utilises Personal Profile Analysis and Psychometric Assessment during the recruitment process. This allows to identify the ideal behavioral requirements for each job function in terms of Dominance, Influence, Steadiness and Compliance. The ideal behavioral profile for this role is set out below:

Steadiness (High S)

- Care for others and ability to work comfortably and productively within a team.
- Ability to regularly finish a job through conclusion.
- Structure, stability, and persistence are key element of the role.
- Good day-to-day planning capabilities are essential.

Compliance (High C)

- Diplomacy and compliance with policy and procedures are critical for the role.
- High standards of quality and accuracy.
- A methodical and precise approach to tasks will be essential.

Influence (Marginally High I)

- Ability to communicate in a factual, and positive manner, building networks and influencing people.
- Ability to build strong relationship with a few key stakeholders based on trust and practical collaboration to achieve results.

Dominance (Low D)

- Accommodating and helpful approach and persistence to follow procedures to complete tasks.
- Diplomacy, self-discipline, and compliance will be crucial for the role.

Benefits

Brompton offers you a very excellent working environment with enthusiastic colleagues who get along very well, communicate and co-operate with each other. The working climate is informal, but we work hard. Next to good terms of employment, Brompton offers you the opportunity to work in a responsible and challenging job within a dynamic, international, and ambitious environment. We are all proud to be part of Brompton Bicycle; we all share the same passion and dedication to the company and the product, despite any differences in cultural backgrounds and skills.

- Large discount on your very own Brompton (family and friends get discount too).
- A choice of working hours
- Competitive holiday, plus Bank Holidays, rising the longer you stay with us.
- Workplace Pension Scheme, Season Ticket Loan, Flexible Working, Cycle to Work Scheme and other similar benefits.
- Christmas Parties, Annual Bike Rides, Charity Raffles, Volunteering with the local community all go towards creating a working environment that is fun and enriching.

How to Apply

If you feel that you fit within the Brompton team spirit and you can bring talent, innovation and enthusiasm to our workforce then please use our recruiting platform or email your CV and covering letter to the People team,

at recruitment@brompton.co.uk. In the subject, please specify the role you are applying for. You are encouraged to submit when ready and not wait until the deadline.

You should be advised that any applications submitted without a covering letter and CV will not be considered for the role.