

Job Description: International Sales Director - Bicycle Tire Industry

Position Overview:

We are seeking an experienced and results-driven International Sales Director to lead our sales efforts in the bicycle tire industry. The ideal candidate should possess a proven track record of high-level performance and exceptional sales drive, along with in-depth knowledge of the bicycle industry, particularly in the bicycle tire segment. This role requires an individual who can effectively build and manage relationships, drive revenue growth, and demonstrate expertise in negotiating, new orders, building new partnerships within the bicycle manufacturers.

Responsibilities:

- Develop and execute a comprehensive international sales strategy to expand market share and increase revenue in the bicycle tire industry.
- Identify and target key markets, manufactures, distributors, retailers, and partners globally to establish and maintain strong business relationships.
- Collaborate with the marketing team to create impactful sales collateral, presentations, and promotional materials that effectively communicate product features and benefits.
- Provide leadership to the Distributors and building a sales team, setting clear goals, monitoring performance, and fostering a culture of continuous improvement.
- Lead negotiations with existing and potential clients to secure favourable terms, pricing, and partnerships while adhering to company profitability targets.
- Stay updated on industry trends, competitive landscape, and customer needs to adapt the sales strategy accordingly.
- Attend industry trade shows, exhibitions, and events to showcase our products, network with potential clients, and gather market intelligence.
- Utilise CRM tools and systems to track and analyse sales data, generate reports, and provide insights to drive informed business decisions.
- Collaborate with cross-functional teams including product development, operations, and customer support to ensure seamless execution of sales initiatives.
- Manage budget allocation for sales activities, ensuring optimal utilisation of resources to achieve revenue goals.
- Provide regular sales forecasts and performance updates to senior management.

Qualifications:

- Bachelor's degree in business, Marketing, or a related field (MBA is a plus).
- Proven track record of at least 5 years in international sales leadership roles, preferably within the bicycle industry or related segments.
- Extensive network and established relationships with key players in the bicycle manufacturing sector.

- Demonstrated ability to drive sales growth, exceed targets, and meet KPIs.
- Strong negotiation, communication, and interpersonal skills.
- In-depth knowledge of the bicycle tire industry, including market trends, product specifications, and competitive landscape.
- Proficiency in CRM software and sales analytics tools.
- Willingness to travel internationally to attend industry events and meet clients as needed.
- Strategic thinker with the ability to develop and execute innovative sales strategies.
- Leadership qualities with the ability to motivate and mentor a sales team.
- Results-oriented mindset with a focus on delivering value to clients and achieving revenue objectives.

Compensation:

Wages and commissions (OTE) will be negotiated based on the candidate's experience, expertise, industry knowledge, and reputation among existing bicycle manufacturers. The compensation package will reflect the candidate's ability to drive sales growth and establish strong partnerships within the industry.

If you are a motivated and dynamic sales leader with a deep understanding of the bicycle tire industry, we encourage you to apply and help us further our position as a leading player in the global market.

Company: Tannus International**Contact:** jazz@tannus.co.uk