

We are looking for a Sales Manager

Aqua Vision and Stema Systems are specialists in the water column and (sub-) bottom. Both companies have an own history of more than 25 years, but are now located under one roof in Houten. Although both brand names have their own focus, we operate as one team.

Our activities range from hardware sales, rentals, software development, system integrations and data as a service. Our customers range from governmental agencies such as water boards and the Department of Public Works (Rijkswaterstaat), to commercial parties such as contractors, developers and dredgers. For a part of our portfolio, the focus is mainly on the Benelux and Germany, for other parts our focus is worldwide.

Examples of application areas are (but not limited to) discharge and velocity measurements, suspended sediment transport, environmental monitoring, detection of cables and pipelines and mapping of fluid mud layers. More information can be found on stema-systems.nl and on aquavision.nl.

The team consists of 25 people ranging from Technical and Software Engineers to Surveyors, (Project) Management, Administration and of course Sales and Marketing. Currently, the Sales Team consists of 2 people.

We are looking for a new Sales Manager to expand our team.

Job purpose

The Sales Manager is responsible for strengthening the market position by executing the (inter)national sales strategy based on the business plan.

You must be able to seamlessly articulate technology and product positioning during the sale process and use your technical knowledge to help a wide variety of customers with very different needs. Most of the time will be spent executing commercial activities such as meeting (new) customers, making quotations, following up on orders and managing and expanding resellers.

As explained, our sales are both business-to-business and business-to-government. For projects above a certain size, sales will be through public procurement. It is your job as a Sales Manager to analyze these tenders, together with the team make a bid/no-bid decision and put together an offer accordingly. All of course resulting in bringing in the deal.

The market is always evolving. To keep abreast of this, you will visit exhibitions, conferences and specialist group meetings. These can take place both inside and outside The Netherlands. >90% of the travelling will be in Europe.

Responsibilities

- Translating sales strategy and plans into operational activities, tailored to the specific market and requirements in different countries;
- Selling and consulting on products, services and systems related to Aqua Vision and Stema Systems;
- Preparing and delivering technical presentations explaining products or services to existing and potential customers;

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- Using technical skills to demonstrate to potential customers the usefulness of the product or service and how it can suit the customer better than competing products;
- Advise customers on how best to use the products or services offered;
- Forming a link between customers and the internal team, ensuring that the customer receives the exact product or services that were purchased;
- Creating content and using the website and social media (LinkedIn) to share information and acquire customers;
- Maintaining internal and (international) external contacts to implement (or have implemented) the sales strategy and plans;
- Taking steps to obtain information on new product development, production opportunities, market developments and competitive relationships;
- Achieve the growth targets of the business plan (turnover responsibility);
- Reporting to the Head of Sales and Marketing.

Requirements

Our ideal candidate brings along the following:

- Technical background (i.e. mechanical engineering, electrical engineering, civil engineering, physics, geotechnics or equivalent);
- Interest in and/or affinity with the maritime and offshore industry;
- Experience in a (technical) sales environment;
- Experience with business-to-business and business-to-government sales;
- Team player capable of levelling with all kind of personalities and positions;
- Experience in public procurement processes / tender writing is a strong plus;
- Willing to travel (~10 - 20%);
- *Tasks and responsibilities will be aligned with your experience / seniority.*

Interested?

Please send your CV and a motivation letter to sales@aquavision.nl. The deadline for responding is May 31st 2024. In case of any questions, please feel free to reach out via email or via phone (030 – 245 9872).