

Dyaco International Inc. was founded in 1989 as an international trading company in Taiwan, but by the 1990s the company was quickly becoming one of the world's leading companies in the design, manufacture and distribution of personal, commercial and medical fitness products. Dyaco offers a comprehensive range of innovative fitness products, fitness bikes, cross trainers and treadmills. Dyaco Europe GmbH, based in Bergisch Gladbach, Germany, is responsible for business development in Europe and the implementation of Spirit and XTERRA.

## Regional Commercial Sales Manager(Germany, Austria)

### Job Purpose:

Implement and oversees the Commercial Direct Sales activities of Dyaco Europe GmbH (Region of responsibility subject to candidates). Responsible for the management of sales targets and strategic goals along with formulating plans to make sure those goals are met.

### Duties & Responsibilities:

- Develop the businesses sales strategy, tactics, sales plans, ensuring targets are achieved
- Ensure that the company goals (including revenue and margin) are achieved
- Daily management and updating of the Sales CRM system
- Regular and accurate reporting of the pipeline and sales achievements vs the targets set
- Developing relationships with new and existing clients and influential industry contacts
- Ensure that ALL commercial fitness channels (as well as health clubs) are targeted including: Hospitality, Government, Education, Professional Sport and Athletics Clubs
- Identify and report on business opportunities in target markets
- Represent the business at conferences, trade fairs and networking events
- Maximising new business development opportunities
- Manage the sales and "sales-driven" marketing activities with a diligent and growth driven eye
- Make key decisions to ensure the growth of the business is in line with the agreed KPIs
- Research and analyse industry, market, and competitors to enable informed strategy decisions
- Build and maintain direct customer relationships with key customers
- Liaisons with the MD, Senior VP's and Directors to ensure all efforts are in alignment and fully approved and ratified

### Second phase:

- Recruit and develop a regional sales team to target ALL commercial fitness channels
- Set targets and KPI's ensuring that the company revenue and margin goals are achieved
- Ensure that the sales team are constantly measured
- Daily management and updating of the Sales CRM system
- Maintain continuous training, education and development of the sales team including products (our own and competitors) as sales closing skills
- Regular and accurate reporting of pipeline and sales achievements vs the targets set

## Key requirements

- University degree or similar
- Minimum 3 years' experience in the role or in sales field, B2B is a must
- Good existing network in the fitness industry
- Consultative selling approach, direct sales and negotiation skills
- CRM management knowledge and Lead management expertise
- General knowledge and use of digital devices and tools
- Confident and charismatic approach to people
- Excellent teamwork
- Fluent in German and English

## What we offer

- Permanent full-time employment
- Competitive salary
- 30 day holiday
- Occupational pension
- Company Car
- Short decision paths
- A lot of freedom

**Are you up for a new challenge? Then apply with your complete application documents and desired salary by e-mail to Christian Blauth [hr@dyaco.de](mailto:hr@dyaco.de)**