



Join Coffee Island team as:

Sales Manager

Location:

- 1. Patras, Greece**
- 2. Athens, Greece**

We are leaders in the coffee sector operating successfully in 6 countries with a chain network of more than 483 coffee shops. We are committed to coffee knowledge, innovation and excellence. We are real explorers and invest heavily in knowledge and innovation, as they are the driving forces behind our success. Our vision is to establish ourselves as international leaders and pioneers in the coffee world.

Role:

As a Sales Manager, you will be responsible for meeting the sales targets of the organization through effective planning and budgeting, devising strategies and techniques necessary for achieving the sales targets. You will act as key consultant to the franchise units in order to maximize the network's sales goals.

Duties and Responsibilities:

- Manage organizational sales by developing a business plan that covers sales, revenue, and expense controls of the franchise units as well as by setting KPI's
- Develop and organize working procedures, set priorities and a clear process for communicating them to all stakeholders inside (Commercial, Field, Logistics, Finance, Marketing) and outside the organisation (FRC's)
- Take part in SOP process being accountable for the Sales budget upon which the Operations' Planning of the organization is based.
- Meet the planned sales goals and set individual sales targets with the sales team
- Track the sales goals and report results as necessary in cooperation with Commercial Dpt.
- Monitor and analyze performance metrics and suggest improvements for the network's sales
- Develop the sales team through motivation, counseling, and product knowledge education
- Record competition and local market analysis for each Franchise Unit and local environment
- Lead the detection and execution of bottom-up local marketing and promotional activities to strengthen the franchise units within a certain area.
- Build and drive win-win relationships with FRCs and provide timely and effective solutions aligned with company's principles and franchisee's needs
- Feed the Field Support and Coffee Campus Franchisee Training program with material and needs in order to achieve better in-store Sales
- Liaise with Marketing and Merchandising departments to ensure brand consistency
- Stay up-to-date with new product launches and ensure sales team members are on board
- Provide bottom-up feedback to the organization dealing with products and trends
- Cultivate and deepen client relationships and partnerships that add value
- Continually assess our marketing techniques and their efficacy in affecting sales

- Provide timely and effective solutions aligned with franchisee's needs

Experience:

- At least five years of experience in planning and implementing sales strategies as well as managing and directing a sales team
- Experience in the F&B sector or other franchise networks

Education:

- Bachelor's degree in Business or related field
- A post-graduate degree will be considered an additional asset

Required Knowledge, Skills and Abilities:

- Excellent knowledge of English (verbal and written)
- Proficient in MS Office and excellent knowledge of computer systems
- Advanced negotiation and communication (verbal and written) skills
- Ability to accurately forecast future sales volumes
- Strong ability to coach sales reps to higher performance
- Strong relationship building skills and ability to influence internal and external stakeholders
- Ability to maintain a high level of professionalism and confidentiality
- Self-motivated with plenty of initiative, but able to work well in a team environment
- Completed military obligations [for male candidates]

Benefits:

- Career opportunities
- Continuous training and development plan
- Lots of benefits and private medical insurance
- Modern working environment full of challenges

All applications will be treated with strict confidentiality. After the screening of the CVs, we will contact the candidates who meet the profile's requirements to arrange an interview.