

Sales Account Manager (Germany)

Location: Home office based, with ability to travel up to 70% of the time within the territory

Department: Sales

Reports to: Gerard Gardner
(European Sales Director)

Direct reports None

H.E.L Contact: Gerard Gardner

About H.E.L and this role

Our mission at H.E.L Group is to make a healthier, sustainable, safer world for everyone. We equip scientists with the right tools and knowledge to develop safe, efficient new processes and molecules that benefit the world and its population.

Our core values are

- Being **insightful** through experience,
- Being **collaborative** by design,
- Being **tenacious** in spirit,
- Being **proud** of progress.

We operate globally with offices in London, UK (HQ), Princeton, USA, Beijing, China, and Singapore, as well as field-based staff across our direct regions, and trusted partners in distribution territories.

This role will be primarily building on our existing sales growth in Germany, for H.E.L's entire portfolio of products and being part of a team that helps to deliver on H.E.L's global strategic growth plan. To support this growth plan, significant investments have been made across all key areas of the business over the past 18 months, with specific focus on driving commercial effectiveness. This is an exciting opportunity to join a globally expanding team, with the career progression opportunities that this provides. To read more about the recent growth and expansion of the group, see the articles in our [newsroom](#).

The ideal candidate will have a strong, demonstrable track record in selling scientific instruments, with a proven ability to be self-motivated and deliver results.

The nature of the role and support required means that the role requires an ability to travel freely throughout the Territory.

Responsibilities of the role

Key Responsibilities

- Develop, co-ordinate and implement targeted sales, marketing and field activities in the territory to actively drive the business forward to exceed the budget objectives.
- Produce accurate monthly and quarterly forecasts.
- Actively, develop, organise and run demonstrations, seminars, mini exhibitions and similar “on-site” activities at key accounts, technology symposia and congresses in the assigned territory.
- Actively follow up enquiries from customers for further information on how H.E.L’s products can help them in their research.
- Through the effective use of consultative sales & marketing techniques, actively convert leads to prospects through to purchases of H.E.Ls products.
- Ensure accurate qualification of the decision makers and what the purchase processes are for each potential system sale, to be used in effectively closing sales opportunities.
- Gather customer and technical information to aid the effective targeting of marketing activities and product pricing.
- Track, record and document relevant information from all technical and sales enquiries from customers and prospective customers into the Company’s Customer Relationship Management (CRM) database to ensure effective follow up of customers, pre & post sale.
- Responsible for the quality of the information in the CRM for the territory.
- Follow up installations of Companies products in customers’ labs to ensure high level of satisfaction.
- Monitor the competition and report important activities (products & technical developments, trends in the market, seminars, training sessions etc).
- Actively participate in the development of the Company sales and marketing plan.
- Ensure the customisation of the Company marketing activities to be effective in the territory.
- Efficiently plan and manage an expense cost budget.
- Learn and implement new marketing & sales methods of qualifying scientists’ situations, identifying their problems, uncovering their needs and suggesting effective working solutions based on H.E.L products.
- Receive relevant technical training and provide technical and commercial information on new products and related applications to clients.

- Work together with other H.E.L personnel to ensure high quality, effective technical support to customers and prospective customers in the territory through thorough knowledge of H.E.Ls products and effective communication of applications related to these products.
- Travel in Germany up to 70% of time. Depending on business requirements there may be some need to travel within the rest of Europe.

Additional Responsibilities

- Participate in relevant training courses.
- Positively contribute to the successful development of the European sales team.
- Provide regular activity plans.
- Providing regular reports on customer calls and sales activities.
- Contribute to the effectiveness and positive team spirit of the sales & marketing team and the company.
- Cooperate and effectively work with other staff to achieve sales and high levels of customer satisfaction.
- Other duties as required.

Candidate requirements

Minimum Education and Experience

- Degree level education in Chemistry, Chemical Engineering or related discipline.
- Demonstrated knowledge of selling to industrial, R&D chemical sector is desirable but individuals with strong scientific and chemical engineering backgrounds with 3+ years of commercial experience will be considered.
- Technical competency to understand and clearly discuss relevant applications, to stay current in technical knowledge; to consult with customers in a helpful, courteous, positive and professional manner in order to provide best in class solutions.
- Minimum of 3 years sales experience.
- Proven ability of effective written and verbal communication and listening skills.
- Strong interpersonal skills with an ability to effectively communicate and project themselves.
- Strong commitment to customer service and satisfaction.
- Ability to effectively work on and manage many priorities at one time.
- Competent in the use of Microsoft Office (Word, Excel, PowerPoint, and Outlook) email and use of the Internet.
- Has an approachable manner that encourages interaction with others.
- Highly driven with a strong motivation to succeed.
- Clean Driving Licence.
- Fluency in written & spoken German and English.

Preferable Skills and Attributes

- Well organised, able to devise and manage systems for handling customers/ accounts at all levels including senior level management.
- Excellent troubleshooting skills.
- Ability to be flexible in work schedule and accommodate unexpected work changes.
- Ability to work effectively both interdepartmentally and internationally.

Training provided

- Up to one month initial training on the H.E.L Product Line that includes product introduction and training, independent reading and solution selling.
- Consultative Selling Course/ Training as required.
- Learn to use customer database and ERP software systems.
- Health & Safety Training, as required.
- On the job training.

Physical demands of the role

General Check all that apply

Criteria	Amount of Time			
	None	Under 1/3	1/3 – 2/3	Over 2/3
Stand			X	
Walk			X	
Sit			X	
Use hands to finger, handle or feel				X
Reach with hands and arms			X	
Climb or balance	X			
Stoop, kneel, crouch or crawl	X			
Talk or hear			X	
Taste or smell			X	

Weight lifting or force exertion Check all that apply

Weight	Amount of Time			
	None	Under 1/3	1/3 – 2/3	Over 2/3
Up to 10 pounds (4.5 kg)				X
Up to 25 pounds (11.5 kg)				X
Up to 50 pounds (23 kg)			X	
Up to 100 pounds (45 kg)		X		
Over 100 pounds (45 kg)		X		

Specific Vision Requirements Check all that apply

Ability	Required?
Close vision (Clear vision at 20 inches/ 50 centimetres)	Y
Distance vision (Clear vision at 20 feet/ 6 metres or more)	
Colour vision (ability to identify and distinguish colours)	Y
Peripheral vision (observing an area above, below, left or right while eyes are fixed on a given point)	
Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)	
Ability to focus (ability to adjust eyes to bring and object into sharp focus)	Y