



Sales Excellence Manager

Kramp – an agricultural component wholesaler – is already number one in Europe and is currently transitioning into being an integrated international e-commerce giant. The Sales Excellence Manager will develop, improve, and harmonize the business processes, laying the foundation for this impressive next step.

For whom?

- 5+ years work experience
- Sales optimization
- E-commerce
- Digital
- International

Over Kramp

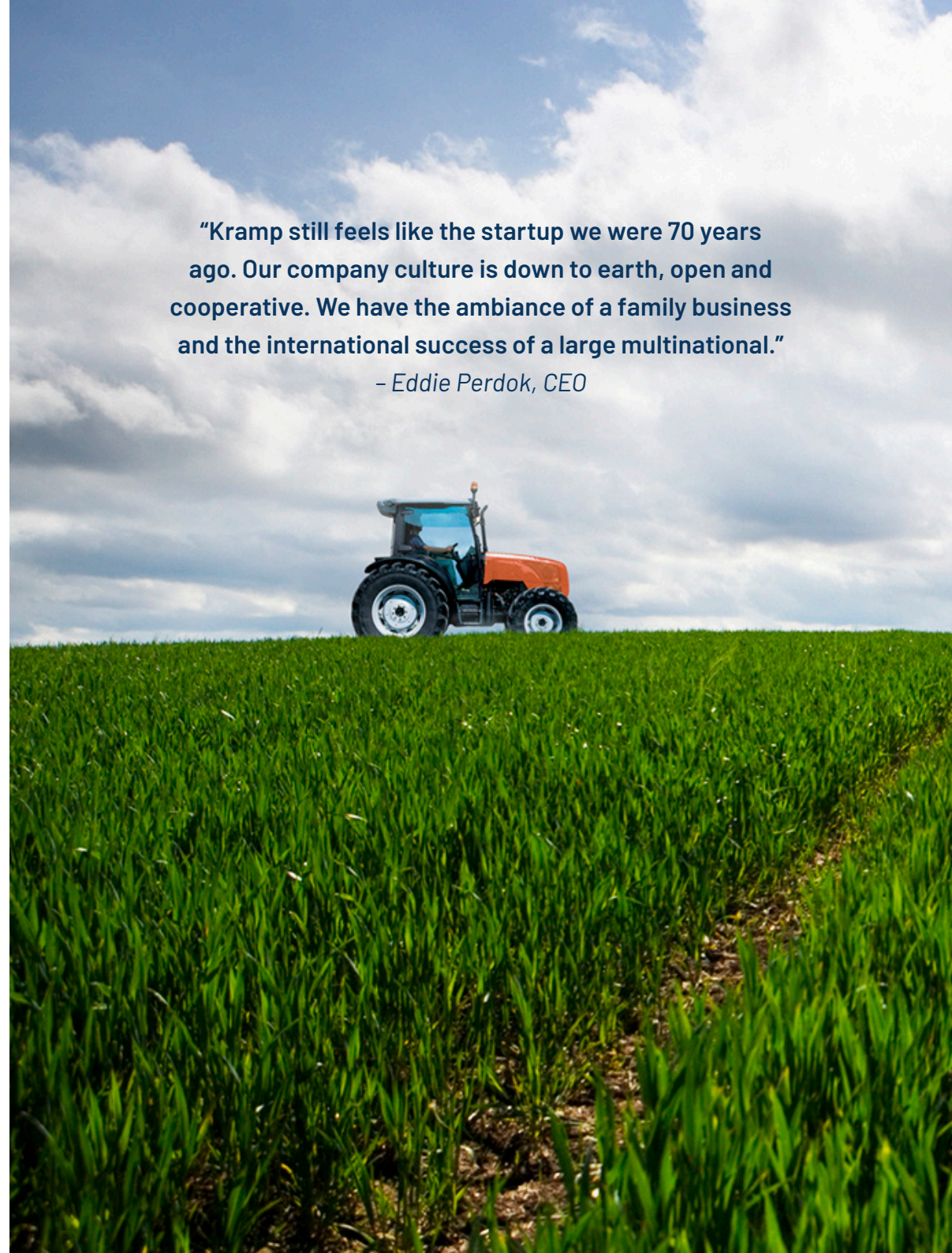
Kramp is the largest agricultural wholesaler in Europe, with a product range of more than 500,000 different parts. Kramp has every bolt and nut ever needed, and if it is ordered today, it will be on the doorstep the next morning. It is this commitment to the Kramp customers that guarantees no agricultural business has to worry about downtime, therefore making Kramp the ultimate one-stop shop for every agricultural dealer.

However, Kramp is so much more than just a supplier of parts. Since 2001 when Kramp first launched an e-commerce B2B shopping solution, digitalisation and e-commerce have become the central enabler for our growth and success. The continual innovation of services and digital solutions has created Kramp's market leading position where we have become the partner of choice for the European dealer network.

Kramp has been growing fast year on year, both organically and through strategic acquisitions. With 10 distribution centers and 24 sales offices spread throughout Europe and with more than 3,000 employees, sales were close to €900 million in 2019. The growth ambition is not slowing down with a strong plan to break through the €1 billion sales mark soon. As the leading innovative player in this rock-solid niche, Kramp sector is perfectly positioned to make that ambition a reality.

“Kramp still feels like the startup we were 70 years ago. Our company culture is down to earth, open and cooperative. We have the ambiance of a family business and the international success of a large multinational.”

– Eddie Perdok, CEO





#VACANCY

Sales Excellence Manager

Efficient sales processes and harnessing international economies of scale are at the heart of Kramp's growth plan. The Sales Excellence Manager will translate that plan across the entire sales organization and manage implementation. It's a strategically vital role with plenty of visibility and impact.

The Sales Excellence Manager will innovate, improve, and harmonize business processes, both centrally and in the countries where Kamp operates. They will supervise four functional experts: the Key Process Expert, Sales Academy Manager, Project Manager, and Business Solutions Manager, and will themselves report to the Sales Development Director.

"The Sales Excellence Manager needs enough stamina for the long haul. They will make sure we are doing things just that little bit better, day after day. At the end of the day, it will lead to tremendous international impact."

– Jerome Hermans, Sales Development Director

The Sales Excellence Manager is a multifaceted role. With the Sales Academy, they will make sure that sales professionals in every region are developing the right skill set. They will also optimize processes and introduce best practices and standardization. Reporting, KPIs, and tooling will be an important

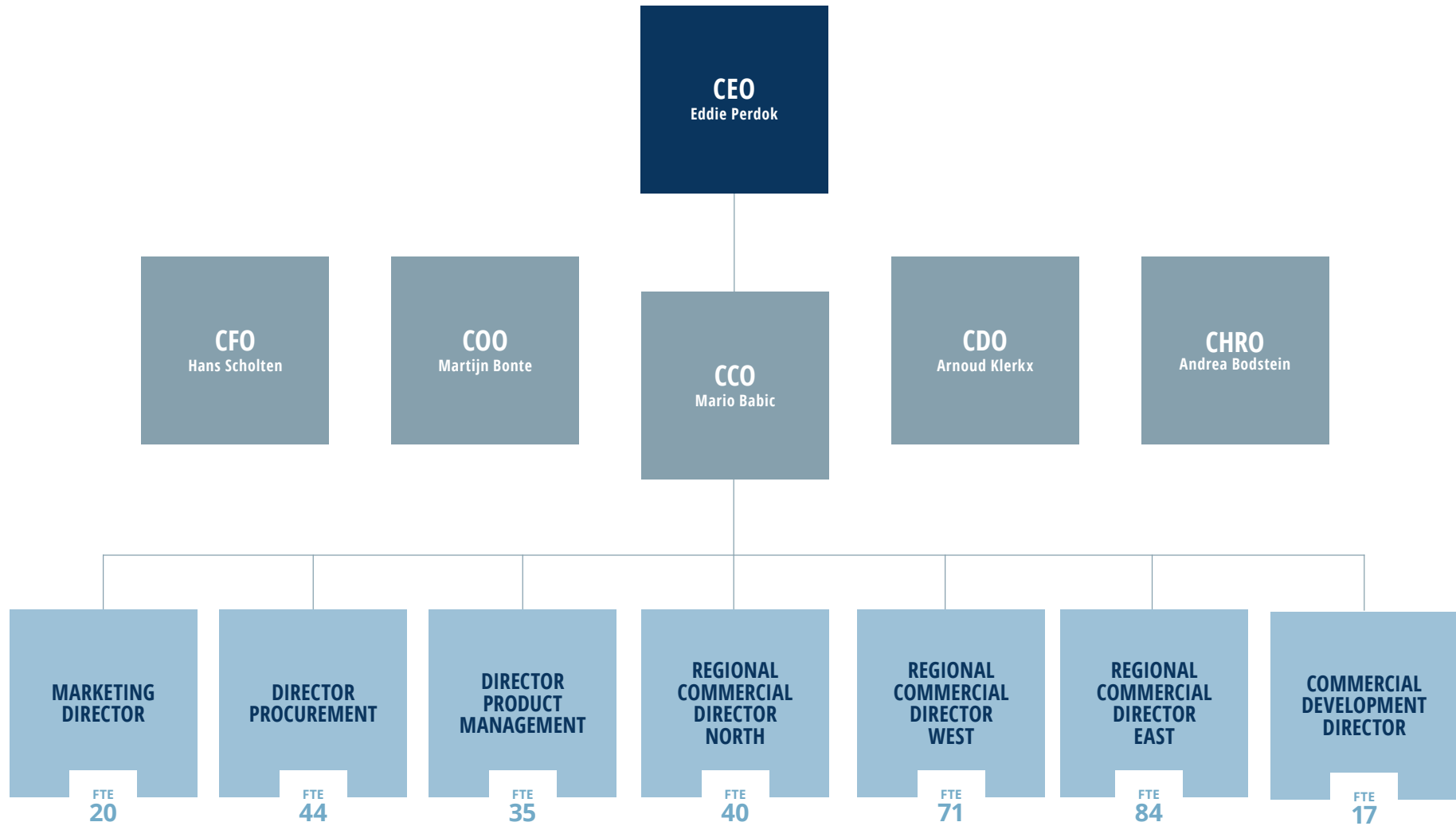
part of that process. They will also develop dashboards, tools, and processes for data-driven management at the central and local levels. And they will contribute to Kramp's digital transformation by introducing new workflows and brainstorming innovative, client-focused propositions.

Now that Kramp is rapidly developing into a full-fledged e-commerce player, the Sales focus is shifting. Kramp will continue to concentrate on high-quality customer interaction that centers on personal contact. The Sales Excellence Manager will work with the sales teams to chart a course for digital teams to improve online interactions, using their in-depth knowledge of the customers' challenges, wants, and needs.

Collaboration and stakeholder management are a key element of the Sales Excellence Manager's job, both with other central departments (e.g. Digital, Marketing, Finance) and local organizations. They will be able to strike the right balance between one-size-fits-all and country-specific differences. To keep that balance in check, they will maintain close contact with every region and have the skills to seamlessly transition between building shared added value for stakeholders to influencing and persuasion. They will understand local challenges and develop centralized solutions that can help make the difference in each country.

The Sales Excellence Manager will be based in Varsseveld, but will travel to local offices on a regular basis (as soon as the COVID-19 situation allows). That will allow them to take an efficient, European sales approach that Kramp can use to strengthen its already strong position within Europe.







Interested?

Kramp works with Top of Minds to fill this vacancy.
Contact Annelijn Nijhuis for more information.

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