



Nordic sales manager

Green Energy Options (geo) requires a Nordic sales specialist to drive the organisation's sales growth in Sweden, Norway and Finland.

Reporting to the Chief Commercial Officer, this is a pivotal role in the delivery of the geo growth strategy and is aimed at a high calibre sales specialist who will be attracted by the challenge of selling innovative smart energy solutions in a highly competitive market. The role commands a competitive salary and a bonus structure reflective of both the demands of and importance of the role.

Our Business

Based in Cambridge (UK) Green Energy Options (geo) specialises in the design, manufacture and support of smart energy management systems for domestic markets across Europe.

Our focus is helping consumers understand and manage their domestic energy consumption, helping to create a sustainable future where every household is able to manage its overall consumption and carbon footprint.....without even thinking about it.

Established in 2006, we have over 5 million products deployed to market. We have been listed in the Sunday Times Tech Track 100 fastest growing UK tech Companies for a third successive year and in 2017 we won a Queen's Award for Enterprise in innovation. With major contracts to supply the UK smart metering programme, multiple connected home contracts and a growing presence in Europe and beyond, the company is driving substantial growth.

Role Purpose

Our sales & marketing team works closely with energy retailers, business partners, distributors and system integrators to create innovative and engaging solutions for energy customers. As part of our expansion plan, we are growing the team to support the development of our business across Europe by adding a Nordic sales specialist. The role will be based in Stockholm, with a requirement to travel in Sweden, Norway and Finland, and to the UK as required.

You will have proven experience of delivering strategic sales solutions, ideally in the Nordic territories but certainly across comparable markets. You will be enthusiastic about creating and developing new sales opportunities through to a successful conclusion and will have a track record of success with a desire to make a difference in a rapidly changing industry. You will be able to work collaboratively within a team and with partners and suppliers, as well as having the self-motivation to work independently for extended periods.

Key responsibilities:

- Achieve budgeted revenue and margin objectives in current and subsequent FYs
- Create a structured business development programme to grow our activities by turnover, profit and geographic spread
- Develop a deep understanding of the Nordic market (specifically: Sweden, Norway, Finland) to best identify market opportunities for the development of the geo business in the region
- Be regarded by internal and external stakeholders as an expert in the market area
- Intimately know the key organisations and their inter-relations in the sector
- Understand and maintain current knowledge of our market position and that of our competitors in the sector
- Assess and analyse customer and market intelligence into a consumable format for management presentation/ digest and translation into product development requirements
- To ensure all key account responsibilities are discharged correctly

Role requirements

- Swedish speaker to business negotiation level (ideal)
- Strong business acumen, financial, sales and marketing knowledge with extensive experience in a b2b sales role, a proven track record of results and a demonstrated capacity to build and develop relationships (ideally within an energy or related sector environment)
- Strong and current knowledge of the retail energy sector and/ or the Nordic b2b environment
- Knowledge and understanding of key financial and strategy drivers behind international business
- Ability to understand geo's portfolio, customer needs and industry dynamics quickly
- Results driven, resilient, motivated by success

Qualifications, experience, skills

- Minimum 5 years multi-product sales experience in b2b environment, with ability to influence and sell at all levels within an organisation
- Track record of profitable sales growth in parallel or comparable b2b market against formal KPIs
- Excellent presentation skills in addition to an ability to understand and interpret customer needs, with the ability to deliver a service which exceeds expectations
- Self-starting
- Strong analytical skills. Ability to create as well as to interpret and operationalise outputs from insight and analysis
- Highly developed networking and professional social skills
- innovative approaches to developing relationships
- Team player
- Evidence of pace in commercial delivery



Applications

To apply for this position please email your CV and cover letter outlining why you are interested and what you can bring to this role together with your salary expectations and availability to the HR team at recruitment@geotogether.com

