

French world leader in frozen fruit purees developing a new range of products is looking for a **French speaking Business Development Manager** for this new product line. The target for this product will be the foodservice and beverage industry through a network of distributors. The Business Development Manager will report to the EMEA Business Development Manager based in France.

**ROLE:**

- Launching the new product line by hunting & farming a growing distribution network
- Growing the distribution network, as per the company's strategy.
- Mapping the distributors in place and providing recommendations of partnerships to Line Manager.
- Starting business with selected distributors, by pitching product benefits, creating demand, and setting up the trading terms in accordance with the company's policy.
- Driving the sales thanks to close follow up with distributors and proper salesforce training.
- Designing, getting approval, and executing trade marketing campaigns in line with distributor's strategy to accelerate their sell-out.
- Delivering best-in-class level of service and solutions.
- Providing relevant product information & marketing support to enhance end-users experience and knowledge.
- Connecting end-users willing to order with relevant distributors.
- Playing the role of business developer for the distributors.
- Building ad-hoc trade marketing plans (cooking / bartending demo, masterclass etc.) in accordance with existing budget process, evaluating ROI, getting Line Manager approval, and executing them.
- Playing the role of brand ambassador among the industry.
- Connecting with key players (including non-competitive brands with similar interest) and building a network of reliable and well-known end-users (chefs, bartenders, chain restaurants) in order to grow brand reputation.
- Analyzing the market, competitors, and its trends, and contributing actively to the market intelligence / benchmarking process.

**PROFILE:**

- 5+ year's sales experience in foodservice or beverage.
- Fluent or intermediate French
- Ideally educated to degree level or similar
- Previous field sales experience
- Autonomy, pro-activity. Attraction for positive results.
- Pragmatism, precision, sense of organization and priorities. Focused mind.
- Communicates easily with curiosity and open-mindedness.
- Sense of business.
- Selling and negotiation skills.
- Good knowledge of MS office tools.

**SALARY & BENEFITS:**

- Between £55k and £60k pa basic
- Performance related bonus
- Car allowance
- Other benefits to be confirmed