**Job description**

**About Pet Brands :**

Pet Brands is a leading provider of high-quality pet products, offering a wide range of pet food, accessories, and health items. We are passionate about improving the lives of pets and their owners through innovative, safe, and affordable solutions. As a growing brand in the pet care industry, we are looking for a dynamic and driven **Key Account** **Sales Executive** to join our team and help us reach new heights of success.

**Role Overview:**

As a **Key Account Sales Executive**, you will play a pivotal role in driving revenue growth by generating new business opportunities, managing existing customer accounts, and promoting our range of pet products. Your responsibilities will include maintaining strong relationships with retail partners, distributors, and pet care professionals, while identifying new sales opportunities and markets for our products.

This is a customer-facing role requiring excellent communication, negotiation, and relationship-building skills, along with a passion for pets and a keen interest in the pet care industry.

**Key Responsibilities:**

* **Sales Growth & Development:**
* Identify, develop, and secure new sales opportunities to drive revenue growth within your client portfolio.
* Expand Pet Brand’s presence in existing markets and identify opportunities for market penetration.
* Conduct market research to identify trends, competitors, and customer needs, and tailor sales strategies accordingly.
* **Account Management:**
* Manage and maintain relationships with existing clients (retailers, distributors, and e-commerce partners).
* Provide exceptional customer service by responding to inquiries, resolving issues, and providing product knowledge.
* Collaborate with the marketing and buying teams to ensure product availability and promotional strategies are aligned with client expectations.
* **Sales Presentations & Negotiations:**
* Conduct sales presentations and product demonstrations to prospective clients.
* Negotiate contracts, terms, and pricing with clients to maximize profitability while maintaining competitive pricing.
* Close sales and ensure proper follow-up and delivery of products.
* **Reporting & Targets:**
* Meet or exceed monthly and quarterly sales targets, providing regular updates to management.
* Maintain accurate records of all sales activities, leads, and opportunities using CRM software.
* Provide market feedback to the General Manager and contribute to the development of sales strategies.
* **Collaboration & Teamwork:**
* Work closely with the marketing and product development teams to provide customer insights and feedback on product performance.
* Attend sales meetings, conferences, and industry events to network and stay up-to-date with market trends.

**Key Requirements:**

* Proven experience in a sales role, preferably within the consumer goods, pet care, or retail industries.
* Strong knowledge of the pet care market, including trends, customer behaviour, and competitor activity (preferred but not essential).
* Excellent communication, negotiation, and presentation skills.
* Goal-oriented with a track record of meeting or exceeding sales targets.
* Ability to build and maintain strong relationships with clients and partners.
* Strong organizational skills and the ability to manage multiple projects simultaneously.
* Self-motivated with a proactive approach to problem-solving.
* A passion for pets and a genuine interest in the pet care industry is a plus.
* Proficiency in Microsoft Office Suite and CRM software (e.g., Salesforce, HubSpot).

**Benefits:**

* Competitive salary with performance-based incentives.
* 20 days annual leave
* Employee discounts on Pet Products, Beer and Chocolates
* Company pension

If you are an ambitious, results-driven sales professional with a passion for pets, we would love to hear from you!

**Pet Brands is an equal opportunity employer and welcomes applicants from all backgrounds.**

Please note you may also know this role as Business Development Executive

Job Types: Full-time, Permanent

Pay: £27,000.00-£33,000.00 per year

Additional pay:

* Performance bonus

Benefits:

* Company events
* Company pension
* Free parking
* On-site parking

Schedule:

* 8 hour shift
* Day shift
* Monday to Friday

Ability to commute/relocate:

* Batley: reliably commute or plan to relocate before starting work (required)

Experience:

* Direct sales: 2 years (required)
* B2B sales: 2 years (preferred)

Work authorisation:

* United Kingdom (required)

Work Location: In person

Application deadline: 29/11/2024

Reference ID: PB - Key Accounts Sale Executive

Expected start date: 06/01/2025