

Sales Engineer (DACH)

As we expand our European operations, we're seeking a dynamic and driven Sales Engineer (DACH) who gets satisfaction out of pioneering the German speaking market. Being a startup, we value self-starters who can navigate challenges with autonomy and seize opportunities to shape their role.

Role Overview

You'll be tasked with identifying new business opportunities and nurturing relationships with existing clients to increase our product's market presence. Your main responsibilities will include generate leads, visit customers in designated area, executing sales strategies, negotiating with clients, finalizing contracts, and managing order follow-ups. You'll also be responsible for gathering market intelligence, analyzing competitors, and ensuring the collection of sales funds. In this process you will be in close contact with our China based HQ and Sales/Service hub in NL. Any additional tasks assigned by the company will also fall under your purview.

Qualifications

We're looking for native German speaking candidates with a college degree or higher, preferably in marketing or electrical engineering. A minimum of 3 years of proven success in a Business-to-Business environment selling complex technological and scientific products through a consultative sales process is required.

Because highly sensitive skills to find and understand customer needs and translate this to practical product solutions is key in this position; experience in (electric) bicycle industry is a big advantage. Regular (international) travel for business purposes is expected. Proficiency in common office software is necessary, and fluency in both English and German is required. Knowledge of other European languages is an advantage.

Personal Attributes

We value individuals who can handle pressure, work well by self discipline, are pragmatic, organized, responsible, and have strong learning and communication skills. Understanding and interpreting multi-cultural working environment requires some empathy to become well embedded. Technical expertise and being able to explain this to adapt your story to multi level listeners in at least German and English language, is critical to become successful in this position.

ANANDA

SALES ENGINEER

- 📍 DACH
- 🗨️ GERMAN AND ENGLISH
- 👤 TECHNICAL SOLUTION SALES
- 📁 DEVELOP NEW CUSTOMERS
FOLLOW UP SALES ORDERS

About Ananda

Established in 2011, Ananda specializes in the continuous development of intelligent e-bike drive systems and components, including mid motors, hub motors, controllers, sensors, HMIs, etc. Our latest smart platform caters to the needs of commercial bike manufacturers and ordinary riders alike.

As a leading supplier in the industry, Ananda is recognized by customers for its R&D capability and consistent quality. With headquarters in Shanghai, three main manufacturing facilities in China, a plant under construction in Vietnam, a European service center in Hungary, and service stations across Europe, we ensure top-quality service to all our customers in the region.

Working address

Ananda BV, Delta 40, 6825 MS Arnhem, The Netherlands

Do you want to know more about Ananda, look at our website <https://www.ananda-drive.com/>

Contact information

If you are interested or have questions, please contact Nita Dekker via nita.dekker@ananda-drive.com or +31 6 22 51 67 43.