

# Versele – Sales Operations Manager

## **Role:**

The sales operations leader is a crucial function within the HQ channel and sales department reporting to the global Senior Sales Manager :

- Helps increase the performance of our global and local sales teams (> 120 people) through the implementation of sales processes, (digital) tools and business intelligence (data collection, analysis, systems and target setting)
- guides the commercial organisations through the digital transformation
- supports the customer service departments in their approach, task prioritization, processes and tools

He/she has the drive to create an organizational transformation and knows what it takes to get everyone on board.

**He/she never loses the customer journey and experience out of sight and creates a sustainable competitive advantage through sales excellence.**

He/she applies a good balance between strategy, innovation and execution to move along in the digital space.

## **Responsibilities:**

*Strategy & community*

- Develop the global Sales Operations strategy together with the key stakeholders
- Propose an implementation plan based on quick wins, ROI and sales growth
- Promote and support implementation of sales operations initiatives within the regions and countries
- Develop, coach and lead the sales operations department
- Monitor new trends and tools and define relevance and impact for Versele
- Collect and share best practices

#### ***Sales and country support***

- Lead customer back office: information requests, customer meetings, sales meetings, nego tabs, ...
- Customer complaints
- Support pricing team and assure implementation (price lists, conditions, invoicing, ...)
- Work closely with Trade marketing to assure smooth implementation and execution of our year plans at HQ and in the countries

#### ***Lead Sales forecasting***

- Make forecasting based on trends, launches/relaunches, distribution and promotion
- In close collaboration with trade marketing and supply chain/planning

- Fire sales

*Co-Lead Versele sales and customer service processes with supply chain, regional and channel leaders:*

- Finalize Versele Sales processes (IT and MT), and adapt them to a continuous changing environment and country reality where necessary
- Train our local sales leaders together with regional, country and channel leaders
- Drive, adapt, implement, test new global initiatives and tools
- Ensure usage and adoption of processes and tools (SANCOG, customer reports, ...)
- Lead from sales side in digitalization of order to cash
- Support senior supply chain manager in customer service approach. E.g. make a joint recommendation on telesales + pilot and roll-out

*Lead for (Sales) Business Intelligence*

- Roll-out Sales dashboard, train and support towards sales teams
- In a 2nd step, develop new KPI's, dashboards and reports for the business development teams that generate insights to improve their efficiency and effectiveness
- Define our BI approach to drive the performance of our global business development teams in coordination with Business Control and IT team
- Represent the sales/channels view in our group data

*Lead and support Digital transformation for the sales departments :*

- Help the organisation to adopt tools in the digital space and be the ambassador for digital adoption
- Co-lead new CRM tool: set-up, train, follow-up
- Co-lead new MyVersele Customer project: set-up, test, upgrade, change request, train, ...
- Support training and change management of digital tools to enable adoption and usage by the business development teams
- Monitor adoption and propose corrective actions where necessary
- Work in full interdependence with CRM, e-sales and customer marketing
- Stay up to date with all (digital) evolutions
- Initiate and implement specific AI projects
- Sales lead for marketing automation and performance marketing. Work with sales, e-sales and marketing to advise and assist in targeting and campaign execution

*Lead Customer mapping – lead generation and segmentation :*

- Lead the customer mapping approach
- Coach and support implementation in the countries
- Co-own the customer database
- Define and implement quantitative and qualitative customer segmentation linked to performance marketing
- Lead selling out data approach, train and support implementation

## Organizational relationship

### *Internal*

- Reporting to global Senior Sales Manager
- Be a partner of Senior supply Chain manager and Marketing Manager
- Be a key facilitator and enabler for the global channel and local sales teams and even broader of all business development teams (sales, marketing, technical advisors, customer service, supply chain)
- Lead sales ops team
- Active participation in Commercial steerco, sales meetings, ...

### *External*

- Stays close to the customer reality (direct and indirect) going regularly in the field with sales people and responds to opportunities in a changing market environment
- Screen potential partners to improve our customer experience, services and efficiency
- Learn from other (non-competing) companies

## **Profile:**

- Master degree (economics, sales, marketing, statistics, information management, IT, digital, ...)
- A great passion for customers and sales
- Very strong analytical skills and a passion for numbers

- Passion for digital in a fast changing world with at least some affinity with the technical aspects
- Good communication skills
- Strong drive to make things happen
- International environment and people management experience
- Fluent in Dutch & English, other languages are an asset

### Technical Skills

- 8-15 years of experience in sales and sales operations (sales processes, digital tools, data management, ....)
- Project management
- Feels at ease with tools and systems, but also understands the processes behind
- Is familiar with CRM systems, BI and marketing related tools (e.g. marketing automation , ...)

## **Offer:**

- **Flexible working hours:** you benefit from flexible working hours, allowing you to maintain a healthy work-life balance.
- **Salary:** a competitive salary in line with the market, depending on your profile and experience.
- **Electric company car with charging card:** you will receive an electric company car including a charging card, enabling sustainable and

comfortable mobility.

- **Fringe benefits:** we offer group insurance and hospitalization insurance, ensuring you are well protected.
- **Meal vouchers:** you receive meal vouchers worth €10 per worked day.
- **Growth opportunities:** opportunities to develop yourself within a large, ambitious, and international family business where your contribution truly makes a difference.
- **Meaningful job:** the opportunity to have a positive impact on the lives of pets and their owners worldwide.
- **Strong team spirit:** you will work within a driven and passionate team in a dynamic and growing sector.
- **Innovative environment:** a collaborative workplace that values your ideas and creativity.
- **Warm family atmosphere:** with fun team activities such as the *Versele-Laga Run* in Deinze, the *Versele-Laga Classic* cycling event, and much more.

<https://www.versele.com/nl/be>