

Spare Parts Sales and Marketing Manager

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Company: Centre People Appointments

Location: Netherlands

Category: other-general

SF45330

A growing Japanese machinery company in the Netherlands is currently recruiting a Spare Parts Sales and Marketing Manager for their office in Almere. This will be to further promote their fast-growing Excavator aftermarket parts business.

The successful candidate will play a significant role in developing their spare parts business and support and grow their dealers after sales support capabilities, and responsible for leading, directing & managing a team to ensure consistent high level to a next level in service quality and client satisfaction, profitable cost-efficient operations.

The Ideal candidate should have an in-depth knowledge of the spare parts sales and marketing, and management skill ideally within the machinery industry, or have an affinity for this area of business.

Understanding of Japanese culture and some Japanese skill would be advantageous.

TYPE : Permanent, full-time

WORKING HOURS: From Monday to Friday

SALARY : €5,000-6,000/month (can be considered more depending on experience)

START : ASAP

LOCATION : Almere, the Netherlands

VISA :The company is not to support visa

Spare Parts Sales and Marketing Manager responsibilities include:

- Set and propose annual parts sales target and action plan by region and develop and plan sales promotional campaigns based on data driven analysis.
- Lead and motivate regional parts sales representative and help them to achieve their own targets.
- Collect and analyse market price levels by part categories and stay competitive to expand sales.
- Promote strategic local parts sourcing to improve parts sales together with Parts inventory & purchasing team.
- Clarify improvement areas of the Parts business by using various analysis methods (eg. SWOT) and develop sales and marketing strategies.
- Evaluate performance of parts operations with KPI management and make periodical report.
- Manage spare parts account receivable.
- Propose and execution for systematization to improve work process of parts operations.
- Work very closely with Brand marketing team to make the parts promotional materials to our sales channels.
- Work very closely with dealers and suppliers to solve spare parts issues in a timely manner and take action to prevent further problems and promote spare parts revenue. Work also closely with Area Business managers for the same purpose.
- Work very closely with Product Support department to minimize machine downtime and settle parts technical issues.
- Manage efficient parts inventory levels throughout our supply chain, and also make inventory recommendations to optimize dealer inventory levels.

Skill requirements for the Spare Parts Sales and Marketing Manager are:

- Finished HTS / University level (Mechanical Engineering / Civil Engineering / IT, Data Science) or HBO or HEAO (Marketing / Business Administration) or equivalent.
- Proven track record of at least 10+ years of machinery or automotive (or similar) Parts sales and marketing, Parts inventory management, Customer support experience. Must have a good understanding of mechanical products and market requirements.
- 3+ years of leading and managing teams

- Have a global perspective and be a good storyteller
- Strong analytical skills
- Computer skills and operation experience of SAP is a plus
- Ability to communicate internally and externally with people who have a different cultural background
- Deep understanding of Incoterms and full process of logistics
- Flexible to travel in and out of Europe for dealer visits.
- Near-native English proficiency is a must. Fluency in German, French and Italian languages are welcome.

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