



## Key Account Manager Retail (m/f)

The COBI Sales Team is seeking a dynamic team player to drive the overall revenue of COBI with Retail and eTail partners in the bike and tech industry in Germany. The ideal candidate will have an interest in cycling and experience working in sales of electronic cycling accessories or FMCG (fast moving consumer goods).

COBI is a new product in an emerging market, so the role requires a consultative sales approach and the ability to understand and communicate technical concepts.

Beyond this the successful candidate will be comfortable working in a fast paced, collaborative environment, developing and fostering partnerships with cross functional teams. COBI's Account Manager must be hands-on, proactive, and self-motivated.

Position is located in Frankfurt/Main, Germany.

Primary Responsibilities:

- Sales:
  - Develop our relationship and business with existing partners
  - Identify new sales channels and target Retail/eTail accounts for COBI
  - Solid qualification of size and nature of customer opportunities through a structured “Discovery” process
  - Support the preparation and delivery of customer pitch presentations and product demonstrations
  - Build relationships with decision-makers at these companies
  - Close new partner agreements and develop the scope of existing ones
  - Create solid annual strategic account plans with and for the key accounts
  - Attend and support COBI and dealers events (trade shows, open house events etc)
  - Meet or overachieve the agreed revenue targets
  
- Skills and Expertise
  - Experienced Sales Account Manager with the ability to own the responsibility for building our client base
  - Result driven Key Account Management
  - Structured, focused and methodical approach
  - Knowledge of sales channels (bike & tech market)
  - Existing network within these channels
  - Persuasive and inspiring communicator
  - Team player. Hands-on mentality. Authentic. Open minded. Open for change. Self-motivated. Ownership mentality.
  - Fluent in German and English
  
- Role Experience
  - At least 2 years Key Account Management experience, preferably in a bike or FMCG environment
  
- Industry Experience
  - Bicycle Industry, Consumer Electronics Industry

Interested? Please find out more about us on [www.cobi.bike](http://www.cobi.bike) and get in touch with Jana Wardag ([jobs@cobi.bike](mailto:jobs@cobi.bike))