

# Recruiting: NL Sales Manager (SaaS)

## Job Description

With a B2B customer-centric approach and a strong focus on achieving strategic business objectives, the Sales Manager will play a pivotal role in our company's growth and success in a highly competitive market.

Reporting to the Chief Commercial Officer in the Netherlands, the successful candidate will be responsible for developing and implementing sales strategies for the marketing pipeline, and outbound sales, help set goals and targets, and ensure internal cross functional alignment.

You will be based in the Netherlands and work closely with our Senior Demand Generation Specialist, Business Development, and our Marketing and Communications team.

## Key Responsibilities

The Sales Manager has the following areas of work and responsibilities:

- Develop and execute a plan to achieve sales targets and expand our customer base for the Verify product and API integrations.
- Deliver on monthly, quarterly and annual sales targets established with the Chief Commercial Officer. Personal accountability for meeting sales team key KPIs.
- Responsible for the creation, implementation, optimisation and management of the full sales process – both in the inbound and outbound pipelines
- Align sales processes with, and further build-out, our account-based marketing processes
- Support data driven decision making via CRM tools (Hubspot) including capturing all engagements with prospects, tracking customer interactions and opportunity pipeline management.
- Have thorough knowledge of the company's technical products and services. Effectively communicate the value proposition through proposals, presentations and demos online.
- Ensure high levels of customer satisfaction through: clear and on point communication, understanding customer business needs and objectives, manage smooth contracting process and provide warm hand-overs to Customer Success leads.
- Pricing strategy and execution - Contribute to the evolution of the pricing models in conjunction with the leadership team and as part of proposal development

- Keep up-to-date knowledge of the industry, as well as the competitive posture of the company,
- Support the development of trend reports with regulations, competitors, pricing, market needs and other market opportunities and trends to optimise and drive future revenue.
- Ambassador for Meridia - acting as a professional representative for the company at events, webinars and other commercial opportunities. Comfortable to get on stage and join panels.

## **Learning and Development**

We are at the forefront of supporting systematic changes in supply chains. Therefore, the ideal candidate should be eager and willing to learn and grow in the role. You will be engaged in on-the-job training and development to learn about Meridia, our purpose and heritage, our products, our international team, and our customers.

## **The ideal candidate has/is**

- 8-10 years of experience as a sales manager or similar role, with 5 years in B2B SaaS product sales
- Strong collaborative working capabilities
- Proven ability to drive the sales process from plan to close
- Strong experience in SaaS business development and pricing models is essential
- Sector experience related to commodities, supply chains or carbon or an eagerness to learn
- Interest in sustainability and working in a purpose driven venture
- Excellent negotiation skills
- Experience in customer relationship management.
- Experience with CRM tools (HubSpot)
- Strong communicator, comfortable engaging stakeholders and partners at various levels
- Experience with working across different cultures and continents
- Fluent in English; proficiency in French and/or Dutch are an asset
- Based in or able to work from Amsterdam, The Netherlands

## **The benefits package includes**

- Market rate salary + variable remuneration commensurate with your skills and competencies
- Four-day work week
- 7% pension contribution
- Being part of a fast-growing impact venture with an informal, professional work culture
- A computer or laptop for work

- Engaging with team members, clients and users in various other countries
- A one-year contract, with the expectation to extend the contract hereafter
- A hybrid working position, with 2 out of 4 days at the Amsterdam office
- Up to 5 weeks allowance of remote work per year
- Annual employee led Learning & Development budget

## **Apply!**

Applications will be processed on a rolling basis. Please apply by submitting your details: <https://podio.com/webforms/12899533/879652>.

The ideal starting date is May/June 2024.

If you have any questions, feel free to reach out to [jobs@meridia.land](mailto:jobs@meridia.land) for more information about this position.

## **About Meridia**

Meridia is an agtech company contributing to inclusive, transparent and sustainable smallholder supply chains that are future-proof.

Built on our expertise and technology, we offer accurate and reliable field data solutions and software products at scale for smallholder supply chains. We specialise in collecting, analysing and verifying high-quality data to accelerate our clients' sustainability & ESG commitments.

Accurate farm and traceability data are critical for businesses to comply with ever-stricter compliance regulations and deliver upon sustainability commitments. At the same time, most smallholders continue to struggle to earn a living income, fueling the deforestation and biodiversity crisis. Reliable field data is needed to drive the transformation toward confronting these challenges.

## **Background information about Verify Portal**

Meridia's [Verify](#) is an automated field/traceability data quality verification and assurance software solution. On the Verify Portal, users upload their farm geolocational data and can apply a series of 40+ automated tests to validate that data against benchmarks such as [EUDR](#) compliance to ensure its

quality and trustworthiness. With [EUDR](#) coming into force in June 2023 relevant businesses have 18 months to ensure compliance or face strict penalties in the EU.

The data verification methodology consists of 40+ tests that look deeply into the quality and compliance of farm-origin and physical-flow datasets of our agri trader clients. The tests have been developed based on our experience with land titling, farm mapping and data analysis and have been field calibrated, reviewed with industry experts and subjected to a formal auditing process.

See <https://www.meridia.land> for more information on our work.