

HEROCK® Workwear - Safety footwear – Chief Sales Officer Copy Copy Copy Copy

Sales Manager United Kingdom

Build the Future of Herock Workwear

At Herock® Workwear, we aim for operational excellence and international growth. As Chief Sales Officer (CSO), you will be the key player in streamlining our sales processes and building a strong brand within the construction industry and the skilled trades market. You will lead our sales team across five regions (BELUX, NL, DACH, FR, UK) with charisma, experience, and a focus on numbers and productivity, while implementing systems to enhance efficiency. Together with you, we aim to double our revenue within five years, supported by allocated budgets for talent, products, marketing, and support.

As a people manager leading by example, you actively engage in the sales process: proactively seeking large (international) projects and closing them independently. You inspire the team with your own sales results and demonstrate what is possible by taking the lead.

Your responsibilities:

Strategy & Processes

- Develop a clear, data-driven sales strategy linking revenue targets to concrete actions and efficiency.
- Implement systems to optimize sales processes and ensure uniformity within the team.
- Analyze data and leverage CRM (Salesforce) to translate insights into strategic opportunities.

Leadership & Team Coaching

- Motivate and guide an international sales team with clear objectives.
- Inspire and coach sales managers and representatives to increase high-quality client visits, intensify prospecting, and secure new customers.
- Strive for perfect product knowledge and share this expertise with the entire team.
- Foster a culture of accountability, performance, and continuous development.

Active Sales & Deal-Making

- Take the initiative to identify and close large (international) projects and deals.
- Build strong relationships with key accounts and negotiate at the C-level.
- Inspire your team by achieving impressive sales results yourself.

Brand Building & Market Insight

- Further strengthen our brand position within the construction industry and other related markets.
- Understand and respond to the needs of B2B customers, such as skilled tradespeople and businesses.
- Collaborate closely with marketing to launch impactful campaigns and enhance Herock Workwear's visibility.
- Identify market opportunities and product trends.

Efficiency & Productivity

- Improve efficiency by setting KPIs, such as customer visits, prospect meetings, generated quotes, and closed deals.
- Consistently follow up on sales results and adjust as needed.
- Implement and scale systems within the team to measure performance effectively.

Who are we looking for ?

Experience : At least 15 years in sales, including 7 years at a management level. A proven track record of revenue growth, process optimization, and brand building, preferably in the construction industry or a B2B environment.

Active Deal-Maker : Hands-on sales experience with large projects and the ability to independently close significant deals.

Analytical Skills : Data-driven thinker with experience in CRM systems such as Salesforce.

Leadership : A charismatic, extroverted leader with confidence and empathy, capable of managing complex team dynamics and inspiring employees.

Network : A broad network in the B2B environment and a proactive approach to building connections with industry peers and stakeholders.

Languages : Fluent in Dutch, French, and English. German is a plus.

Soft Skills : Strong in team coaching, process-driven thinking, and decision-making.

<https://www.herockworkwear.com>