

VACANCY: AREA SALES MANAGER

Radiant Color, part of RPM International Inc., is a chemical company based in Houthalen-Helchteren. Radiant Color is market leader in the development and production of fluorescent pigments for printing inks, plastics, paints and cosmetics. More than 95% of the products are exported globally through direct sales and an extensive distributor network. Radiant Color employs 85 people and realizes an annual turnover of approximately 30 million euro with a continuous focus on growth.

We are currently looking for an **Area Sales Manager**.

Job summary

The Area Sales Manager is responsible for managing all facets of the region to attain sales volume goals and financial objective targets within the assigned area of responsibility. This position requires a high level of working knowledge of chemical processes and integrations within the plastics, coatings, cosmetics and graphics arts. The Area Sales manager will approach chemists and purchasing agents from existing and potential customers to sell in color solutions. Experience selling or integrating color into a manufacturing process is required. This position will report to the Director Sales & Marketing.

Essential duties and responsibilities

- Develop, implement, and manage strategic sales plans to accommodate corporate goals in assigned geography (EMEA).
- Assess business conditions by geography and vertical market to modify local go to market strategy.
- Meet with key clients, building relationships and negotiating to bring on new business.
- Provide samples, demonstrations, trials and support for prospective and current customers.
- Identify and evaluate new opportunities for Radiant Color's products.
- Generate target list of large end-user customers to pursue. Utilize Sales Playbook to identify, develop, and close large-scale sales opportunities with targeted end-users.
- Direct and maintain all sales forecasting activities assisting operations on monthly planning.
- Manage customer financial management, including pricing, profitability and accounts receivables.
- Communicate competitive market pricing, including price advances or declines for customers. Be aware of and react to competitive products and activities.
- Maintain close communication with various internal departments.
- Attend various trade-related events (fairs/conference) that enhance account relationships and Radiant Color's position in market.

Education and experience

- Master's degree in applied economics, engineer chemistry or equivalent to experience.
- Min. 5 years' experience within pigments, color, coatings, graphic arts, plastic sales field(s) preferred.
- Willing to travel abroad regularly (max. 2 weeks per month).
- Good knowledge of English and German. French is nice to have.



Radiant Color offers an excellent salary supplemented with additional benefits such as meal vouchers, insurance, bonus scheme and a company car. Radiant Color is a dynamic and growing company with challenging job opportunities where you will have direct impact on the business.

Interested? Mail your CV and motivation letter to peggy.boelanders@radiantcolor.be