



## ACCOUNT MANAGER **SNEAKER LAB**

- Profile** Can you wake up in the morning with the energy to make it happen?  
Do you see setbacks as comebacks?  
Dare you onboard into an adventure and help building a brand from scratch?  
Are you a go-getter who has the perseverance to keep on trying?  
Does Urban lifestyle and culture spark your interest?
- Yes? Then take the time to keep reading because this opportunity might be what you're looking for.
- Position** As an account manager, you are primarily responsible for acquiring new customers in Benelux through active prospecting within the fashion/lifestyle retail segment. Together with the sales manager, it will be your role to help building the Sneaker LAB brand in Benelux. In addition, you will be assigned existing customers where proactive account management is required.
- Sneaker LAB** "THE FUTURE OF SNEAKER CARE." Sneaker LAB is an innovative shoe care brand that creates environmentally friendly products. At Sneaker LAB we understand the power of a fresh pair of sneakers. We took our passion for sneaker culture and matched it with science, creating a natural cleaning solution, that works. Our advanced environmentally friendly products promise to CLEAN | CARE | PROTECT your sneakers. We are a proudly South African brand taking on a fresh approach to shoe care to more than 60 countries and counting.
- Contract** Fulltime – 38/week
- Reporting** Sales manager Europe – Sneaker LAB at All Sport Group
- Company** All Sport Fashion is the official distributor **of Sneaker LAB** for Benelux, France, Spain, Portugal, Germany, Switzerland and Austria.
- Address** Visbeekstraat 11, 2300 Turnhout.
- Website** <https://allsport-group.com/>
- Contact** Please send your curriculum and motivational letter to [thomas.abbeel@allsport-group.com](mailto:thomas.abbeel@allsport-group.com)

### COMPANY VALUES

- Passion** We use our drive and commitment to motivate and inspire others.
- People** People are the core of our company, they make the difference.
- Entrepreneurial** We are ambitious and not afraid to take on new challenges.
- Diversity** We believe that diversity promotes creativity and that different perspectives feed the best ideas.





## WHAT YOU WILL BE DOING

### 1. Hitting the streets and making deals

- You have the power to convince retailers in the fashion/lifestyle segment that Sneaker LAB is the way forward. Acquiring new customers is your game and you rock at it!
- Parking your car in city centers and connecting with retail prospects, investigating opportunities via social channel and taking contact via phone, DM, other ways are embedded in your approach.
- You can deal with a “no” and make it a “yes” through your good follow-up and creativity. Outside of the box is where we play.
- You have the eagle’s eyes and moth’s ears to capture field insights. You are up to date on what competition is doing, which hotspots are opening and where to find the golden eggs in your market. You’re the person who often starts with “did you hear that...”.

### 2. Keeping, supporting and growing your business

- The fun starts when you’ve onboarded a customer. You will be training, coaching and challenging your customers to achieve high sell-through results. There’s a cool and effective retail strategy that Sneaker LAB developed, which will be your holy bible when onboarding customers.
- Customers will see you as the Sneaker LAB hero that supports them with all of their questions and needs.
- You will manage a portfolio of existing customers with the ambition to keep them happy and motivated working with Sneaker LAB and to grow sales performance. Simply said, you will try to make the best out of each customer relation.
- You’re an authentic negotiator who will strategically strive for win-win situations, going out of your comfort zone and challenging your customers.
- You support in-store merchandising with provided tools and regularly checks and coaches how Sneaker LAB is and should be presented in-store.

### 3. Seeing the forest through the trees

- Your agenda isn’t as a teenager’s bedroom. It’s structurally filled with meetings, tasks, activities that you plan autonomously. Knowing that Benelux is a large territory, efficiency is key to avoid unnecessary travel time.
- Accurate pipeline reporting and forecasting are no-brainers for you. To be successful, you understand the relevance of a waterproof administration.
- You track customer’s performance and translates this into action plans, which you share and discuss regularly with your customer.
- You are on top of things and use all of the provided tools to shine in your role.





## COMPETENCIES

We would like to see the following competencies come to life when performing this job, which are linked to the 4 core values within our company:

### 1. Passion

- You are passionate about sports & lifestyle .
- You like to communicate in a constructive, positive and respectful way.
- You give the best of yourself every day and you love to inspire others.
- You speak the language of the customer, the consumer or retailers from your own drive and passion.
- You like to motivate others to explore new possibilities. Making mistakes is inherent to progress.

### 2. People

- Influences others through persuasion, delivers relevant information with confidence
- You are customer-friendly and service-oriented.
- You are naturally curious to better understand the customer and his environment.
- You always maintain a respectful and honest relationship with colleagues, customers, and society and you try to develop this with a long-term vision.
- You understand that working together is the key to success.
- You take responsibility for your role within the team.
- You are a building block to others through your integrity, reliability and stability.
- You manage to take the team to a higher level.

### 3. Entrepreneurial

- You think action and solution-oriented and like to act accordingly.
- You embrace new changes within the company.
- You are driven to make a difference and achieve results by applying an enthusiastic hands-on mentality and areas for improvement.
- You use flexibility where necessary.
- You are proactive, accurate and like to work autonomously.
- You convince the customer of new product concepts and you have the ability to provide direction and guidance in this regard.
- Your preparation and knowledge of the market, products, trends and competitors allow you to switch quickly.





#### 4. Diversity

- You can engage in a constructive discussion with others.
- You are open to other opinions, decisions and cultures because they benefit creativity.
- You think out-of-the box, you question yourself but also others to get better together.

#### Experience and knowledge

- You've had your first sales experience or you're coming from the school desk, finishing a bachelor/master in a commercial direction.
- Relevant work experience within B2B, retail or distribution environment is a plus.
- Fluently masters Dutch, French and English. Written and orally.
- Very solid Knowledge of Microsoft Office (Word, Excel, ppt)

#### What do you get in return

- Challenging position within a fast-growing family business
- Employed in the retail and sports sector, being surrounded by premium brands such as Sneaker LAB , Speedo, Nike & Jordan
- Pleasant, stable and sporty working environment
- Flexible work location with regular visits to Belgian headquarters
- Support from various departments at the head office
- Fixed salary
- Variable bonus plan
- Hospitalization insurance
- Meal vouchers
- Company car + Fuel card
- Personal computer
- Smart phone
- Positive vibes

