



**German Bakery Company GmbH**  
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The Sales Key Account Manager  
- is responsible for business development of customer accounts in QATAR

GBC German Bakery Company GmbH is specialized in German bakery products with the highest quality and service.

We are offering a variety of typical German bread types, known in Germany as "Brot und Brötchen".  
We are a German artisan bread supplier working for a dream to bring quality German baked products to Qatar.  
We intend to provide the best quality bread and pastries the German bakery industry has to offer.  
All as a result of traditional German craftsmanship and the selection of high quality ingredients.

Putting the following typical "German" ingredients & service together involves:

- traditional German craftsmanship
- German reliability, efficiency and attention to detail
- a huge amount of dedication and love to ensures a high standard in each aspect.

This philosophy influences every part of our business.

All our baking products are fresh and deep frozen, directly from Germany and Europe.

## Description and Responsibilities

### Key Responsibilities:

- Prospect and "close" new business opportunities through custom product and integrated solution selling to deliver profitable growth
- Manage customers within an expert category
- Identify a portfolio of quality growth projects
- Pro-actively defend current business
- Develop strong strategic relationships within customers' organisation including CRM, Marketing and Procurement and foster counterpart relationships within GBC
- Implement business pricing decisions
- Comply with all relevant GBC systems/processes

## Person Specification:

- Positive, driven, articulate and persuasive
- Complete Foody
- Quirky and Memorable
- Good head for numbers: understanding costs, margins, profit and delivering shareholder value
- Strategic thinker and planner. Evidence of ability to clinically prioritise top important objectives and structure and deliver smart plans to achieve them
- Demonstrated understanding of their market, consumer trends, key players and competitive landscape
- Passion for great taste, great products and knows what our clients are looking for
- Able to interpret customer requests into briefs for the development team
- High emotional intelligence and adaptability to different personality types to get the best from internal and external relationships. Prepared to get out there and spend maximum quality time developing and nurturing multi-level contacts with customers, all aligned to delivering objectives
- Demonstrate experience and understanding of the science and language around what we do: sensory / organoleptic, nutrition, labelling / legislation, manufacturing, IFS & HACCP processes, quality, etc.

**Competencies Required:**

- Demonstrate comprehensive knowledge of features, advantages and benefits of GBC products and articulates GBC's unique value proposition to the customer
- Excellent commercial skills around contract negotiations & closing skills
- Ability to articulate clear and compelling messages from multiple sources of data and information to win business
- Builds alignment/relationships within and across regions, functions and businesses to achieve shared goals
- Display a broad understanding and relationship with other technical functions and Regulatory as well as with Customer Care.

**Qualifications****Qualifications, Skills and Experience :**

- Previous experience of sales – 4 years minimum
- Fluent in German and English
- Previous experience of working with HORECA customers e.g. Coffee Shops, Retail or Restaurants.
- Experience in business development
- Understanding the level of excellence required for Foodservice
- Good working knowledge of food science and how it relates to product development and its commercialisation
- Strong negotiating ability with clients to achieve successful outcomes for GBC.
- Fluency in a third European language would also be beneficial.

**We are GBC. Working for a Dream.**

We are looking forward to receiving your application in English or in German.

Please send your CV to:

**Managing Director:**

Mrs. Nese Yavuz [info@germanbakerycompany.com](mailto:info@germanbakerycompany.com)