



Title: Senior Sales Manager – Snipp Interactive France

The Opportunity:

Snipp is a fast-growing company that is rapidly expanding in the US, EMEA and internationally. For the right candidate, Snipp can provide a fast paced, entrepreneurial sales and marketing environment for an individual to thrive and pursue their career, in a sales and client service role which is varied in scope.

Snipp Interactive EMEA Ltd has an immediate opening for 1 Senior Sales manager based in FRANCE.

This position will report into the SVP Sales, EMEA

Role Description:

In this position the Senior Sales manager will serve as the primary lead in developing, motivating and accelerating sales in France / French speaking countries. Must have a proven track record in qualifying opportunities, building pipeline, defining and executing a Lead generation strategy & expanding sale within existing relationships.

We are looking for someone with a strong sales track record to help build a well-fortified foundation for one of the fastest growing martech companies.

The Senior Sales Manager will shift her/his role to accelerate revenue success: Lead generation, Pipeline conversion, tactical fit, RFP management, presentations and relationship management across all levels including the C-suite. Must have a proven ability to be a self-starter for Sales plans, pipeline & account progress tracking, clear resolution steps and account management.

The position is based in France primarily, but we might evaluate other locations, with travel required to clients in the relevant region(s). The position requires immediate availability.

References from current or recent clients you have provided these services for will be required.

Responsibilities:

- Derive the business development strategy and plan based on the EMEA-France expansion direction
- Prospect potential new customers
- Call, Email, and pitch to new prospects about existing and new services
- Manage sales forecasting, setting and achieving targets
- Maintain successful partnerships and relationships with key customers
- Work together with marketing, product and operations team to ensure account development plan is executed in an effective manner
- Conduct regular market analysis to keep on top of the emerging trends
- Up to 60% travel might be required
- Reach or go above quarterly and monthly sales targets
- Review won and lost accounts to help strategize for future projects

Requirements:

- At least 3 years of experience providing exceptional sales results in the Loyalty &/or CRM, Marketing Community.
- At least 5 years of experience on SaaS / complex selling, comfortable with technical sales and strategic & consultative selling
- Experience in the Promotion business matured also in Agencies
- France local experience is a MUST with experience in start-up situation
- At least 4 years of experience ideally in the CPG/FMCG verticals. Other verticals being a plus
- A proven business team leader with revenues responsibility, demonstrated successful record in sales
- Able to manage many relationships in parallel and demonstrate a "grower" sales approach
- Ability to present to C-Suite executives
- Entrepreneur spirit, hunter sales mentality
- Outstanding presentation communications and interpersonal skills
- Fluency in English is essential
- Degree in Marketing/Business Administration or related disciplines

- Broader experience in other countries like The Netherlands, Nordics, South Africa
- Experience in selling to agencies, publishers, and advertisers is an additional plus

Location and hours

Work from home. Working hours may vary depending on the market(s) / clients covered

Compensation and benefits

Full benefits and salary commensurate with experience

About Snipp:

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG and Retail brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

Snipp is headquartered in Vancouver, Canada with a presence across the United States, Canada, Europe with hq in Ireland, and India. The company is publicly listed on the Toronto Stock Venture Exchange (TSX-V) in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPF.

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