



Sales Lead

Fulltime – Amsterdam, the Netherlands

Starting date: As soon as possible or when suits

ABOUT KELP BLUE

At Kelp Blue, we're developing long-term solutions to help restore marine ecosystems, lock away CO2, create sustainable products and have a positive impact on communities. We plant giant kelp forests around the globe and, just like our seaweed, we're growing quickly. We harvest and process the kelp into biostimulants.

Our biostimulant helps accelerate the shift from conventional farming practices, heavily reliant on synthetic fertilisers to more regenerative practices. We'll be producing millions of litres so we'll need a team of motivated business developers to drive the commercial expansion of the company within the agricultural industry.

Kelp Blue is not a 'business as usual' company. We're here to make a difference. We're a lean team and we all roll up our sleeves to get the job done, whatever it may be. We look for collaborative team players, people who are results-driven and have a bias for action. We're looking for people who have a healthy dose of common sense, who are problem solvers by nature, and are great at lateral thinking.

We measure our success by having impact, and we put 4 'Returns' at the heart of what we do. These are:

- **Nature;** we improve planetary health and create marine ecosystems that increase and support biodiversity
- **Social;** we work to ensure we have an outsized positive social impact wherever we operate
- **Inspiration;** we inspire people to be better and we pioneer change on an epic scale
- **Finance;** we drive world class shareholder returns to scale our business and impact

ABOUT THE ROLE

Kelp Blue produces a bio-stimulant that delivers superior results when comparing it to other bio-stimulants. We have the capacity to produce large volumes of a large quantity. We have the potential to capture a large market share in the bio-stimulant industry. There is growing market demand and we need motivated business developers/sales leads to drive this.

As **Sales Lead** for Kelp Blue, you will play a crucial role in expanding the commercial scope of the company in a determined region. With our production capacities ramping up fast, your responsibility will be to sign develop the client portfolio in the selected countries. Clients could range from farmers to distributors and large agriculture-related companies.

You will build a rigorous pipeline of clients and opportunities by:

- leveraging your existing network
- attending the relevant trade shows and events in the Netherlands
- and by conducting your own research.

Your KPI's are simple. Achieve your sales targets.

SUGGESTED RESPONSIBILITIES TO HELP YOU ACHIEVE YOUR TARGETS:

- **Market Analysis:** Conduct thorough market research and analysis to identify potential clients, market trends, and competitive landscape within the Netherlands.
- **Client Relationship Management:** Build and maintain strong, long-lasting relationships with clients, understanding their needs.
- **Pipeline Development:** Create and manage a comprehensive sales pipeline, identifying and prioritizing potential clients, and regularly updating progress and forecasts.
- **Sales Strategy:** Implement effective sales strategies and tactics together with the commercial team to achieve revenue targets and market development goals.
- **Negotiation and Contracting:** Negotiate contracts and agreements with clients, ensuring mutually beneficial terms and compliance with Kelp Blue's policies and standards.
- **Client Education:** Educate clients about the benefits of Kelp Blue's products, addressing any inquiries or concerns, and providing product demonstrations when necessary
- **Reporting and Analytics:** Maintain accurate and up-to-date records of sales activities, client interactions, and market developments. Provide regular reports and insights to the management team.

SKILLS & QUALIFICATIONS

- An existing portfolio of clients in the agriculture sector is preferred.
- Proven track record in sales, ideally in the agriculture or sustainable farming industry.
- Strong understanding of the agricultural sector. Any knowledge of bio-stimulants and crop protection products is a plus.
- Fluent in English. Any other language is a plus.
- A result-oriented mind-set and a never-ending drive to achieve targets.
- Excellent communication, negotiation, and presentation skills.
- Ability to work independently while maintaining a high level of productivity and accountability.
- Proficiency in relevant software tools, CRM systems, Microsoft office, and data analysis

ATTRIBUTES

Working at Kelp Blue is about much more than being good at your job. It's about having the right mindset, being comfortable with the uncomfortable, and about always pushing to be the best. So, in addition to the skills we outline above, we want candidates who can demonstrate:

- A "can do, will do" approach
- Flexible and lateral thinking/problem solving
- Personal responsibility and self-reliance
- Grit and determination, a willingness to learn from mistakes
- A commitment to always working in the company's best interests
- A passion for our 4Rs and a determination to make a difference, *to leave things a little better than you found them*

This role is based from our office in Amsterdam, the Netherlands

WANT TO APPLY?

Please send an email and CV to newkelpies@kelp.blue with **Sales Lead** in the subject line. Please use the email to tell us about how you fit the Kelp Blue profile, what you can bring to our mission, and why you are the perfect candidate.