



## **SALES EXECUTIVE**

Job Description | September 2018

### **IKAWA**

IKAWA is a fast-growing start-up based in east London.

We design and manufacture transformational, innovative systems to improve the quality and appreciation of coffee and have customers in over 70 countries worldwide.

Our products currently consist of two types of coffee roasting machines together with supporting apps and a range of curated green coffees. The award winning IKAWA Sample Roaster is used by coffee professionals to advance coffee quality by helping them improve their evaluation of green coffees. It has already been disruptive in this sector and is now being used by industry leaders to enter and win global coffee competitions.

We have also launched our first product in the IKAWA At Home range - our Smart Home Coffee Roaster System. This simple and accessible approach includes a coffee roaster, selection of green coffees, roast recipes and the IKAWA Home app. It is designed bring coffee to life for coffee connoisseurs and enthusiasts. We're excited about the opportunities to expand in this sector.

Join us and help deliver this potential.

[www.ikawacoffee.com](http://www.ikawacoffee.com)

### **The Role**

We are looking for a high performing sales executive to join our growing team in our London Headquarters to help manage increasing growth in sales and industry demand for the IKAWA Sample Roaster for Professionals.

We require an enthusiastic, confident, and personable individual to make key contributions to our increasing sales effort and to the achievement of the company's ambitious targets for growth.

You will be responsible for presenting and selling our product to a variety of professionals in the coffee industry, including coffee traders, roasters, and producers at coffee origin. This will involve actively prospecting, managing, and engaging with a dedicated sales pipeline of interested potential customers, with opportunities for national and international travel.

You will need to be able to effectively demonstrate and clearly articulate the benefits of our products, with the aim of building relationships with key decision makers to drive sales. You will be seen as an Ambassador of both our products and our company, and as such will be involved with a wide variety of tasks and projects; including account management, marketing, customer service, operations, and other areas across the business as required.

You will be a critical member of our small talented sales team in a role that covers a wide variety of sales and marketing activity, with opportunities to develop and take on increased responsibility through excellence in your performance.

The position is suitable for a candidate with successful experience in sales, or an individual with the necessary key skills and attitude looking for an opportunity to demonstrate that they are a top performer.



The outputs of your work will cover the following areas, supported by members of our Sales and Marketing team:

#### New Sales Process

- Actively prospecting and generating leads
- Responding and following up on inbound enquiries
- Managing and administrating a pipeline of 200+ active prospective customers

#### Product Presentations

- Persuasively bringing the product to life over email and phone
- Live demonstrations over conference calls
- In-Person demonstrations and visits

#### Trade Shows

- Participating in and contributing to key trade exhibitions throughout the year
- Demonstrating and selling the product at key exhibitions and events

#### New Initiatives

- Contributing to on-going short and long-term projects and initiatives
- Designing, planning and executing short and long-term improvement initiatives

### **Experience, Skills and Personal Qualities**

Ideal candidate is already aware of IKAWA and will have knowledge of speciality coffee sector, having worked in the industry in some capacity, or a deep personal interest.

#### Essential

- At least 1 year of directly relevant experience.
- Appropriate sales experience (B2B preferred) with ability to reach sales targets and build customer relationships.
- Proven skills in persuasively demonstrating products or services in person (for example, at industry events) and over the phone.
- Clarity in verbal and written communications.
- Good understanding of sales and marketing principles.
- Experience in negotiating.
- Experience working within the coffee sector to sufficiently understand our customers and the speciality coffee landscape.
- Ability to manage information effectively to support purposeful action and communications.
- Confident, enthusiastic, and persistent personality.
- Demonstrate being results oriented, creative, and resourceful.
- Proactive, bright, ambitious, insightful, curious and thoughtful.

#### Desired

- Experienced working in both sales and marketing capacities.
- Business level Spanish, or other languages in addition to English.
- Strategic thinker.
- Excellent project management, able to balance workload and prioritise effectively.
- Clean UK driving license.

**Location**

Our office and workshop is located at:  
IKAWA Ltd, Unit 8 and 9, Bayford Street Business Centre, Bayford Street, London, E8 3SE

**Contract**

Full time (Monday - Friday)  
During our peak time periods for industry events you may be required to work weekends.  
Immediate start available, but notice periods considered.

**Remuneration**

Salary is competitive, based on experience.  
Commission opportunities available.

**Company benefits**

22 days holiday plus bank holidays, increasing each year.  
Company pension scheme.  
Ride to work scheme.  
You will be provided with a company iPhone and MacBook.

**Application**

If you believe you can be a high achiever in this role, we want to hear from you.

**Contact**

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+44 (0)207 7295 664