



SALES EXECUTIVE

Job Description | August 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.

As of June 2017, we've expanded to North America and have opened up our satellite office in Los Angeles. We continue to invest in the US coffee market, our largest user base, and plan to grow our US team over time.

Join us and help deliver this potential.
www.ikawacoffee.com

The Role

We are looking for a high performing sales executive to join our growing team at our satellite office in Los Angeles 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 in the US.

You will be responsible for presenting and selling our product to a variety of professionals in the coffee industry, including roasteries large and small, coffee traders, education centers, and consultants. 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 ongoing short and long-term projects and initiatives
- Designing, planning and executing short and long-term improvement initiatives

Customer Service

- New user on-boarding and engagement
- Helping users through service and repair needs
- Supporting US repair operations

Experience, Skills and Personal Qualities

At least 1 year of directly relevant experience.

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

Essential

- 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.
- 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

- Worked in the coffee industry and sufficiently understands our customers and the specialty coffee landscape.
- Experienced working in both sales and marketing capacities.
- Business level Spanish.
- Strategic thinker.
- Excellent project management, able to balance workload & prioritise effectively.
- Drivers license and clean driving record.

Location

Our satellite office is located at:
IKAWA Ltd, 12655 W. Jefferson Blvd. Los Angeles CA 90066

With occasional travel to IKAWA Headquarters in London, United Kingdom.

Contract

Full time (Monday - Friday)
Immediate start available, but notice periods considered.

Remuneration

Competitive. Based on experience.
Commission opportunities available.
Company benefits including 22 days holiday and access to company pension scheme

Application

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

Contact

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