

I K A W A

SALES EXECUTIVE: IKAWA Pro

Job Description | May 2024

Expected OTE - £40-50k (Base £28-32k, dependant on experience)

About IKAWA:

IKAWA is an innovative scale-up business based in South-East London, serving customers in over 100 countries. We are committed to driving positive change in the coffee industry with our cutting-edge solutions. Our IKAWA Pro line of award-winning, app-controlled sample roasters is revolutionising the way coffee professionals roast, learn, and collaborate.

Join us on our exciting journey and help us achieve our ambitious goals. Together, we can continue to improve coffee.

Discover more about us at ikawacoffee.com/pro



Role Overview:

We are seeking a high-performing Sales Executive to join our team at our London Headquarters. This role is essential in managing the demand for our IKAWA Sample Roaster for Professionals. The successful candidate will be enthusiastic, confident, and personable, making key contributions to our ambitious growth targets.

IKAWA

Responsibilities:

- ❖ Sales Management:
 - Present and sell our product to coffee industry professionals, including traders, roasters, and producers.
 - Actively prospect, manage, and engage with a dedicated sales pipeline of over 200 active prospective customers.
 - Respond to and follow up on inbound inquiries efficiently.
- ❖ Product Demonstrations:
 - Persuasively bring the product to life via email, phone, and live demonstrations.
 - Conduct in-person product demonstrations and visits, both nationally and internationally.
- ❖ Trade Shows and Events:
 - Participate in and contribute to key trade exhibitions throughout the year.
 - Demonstrate and sell the product at exhibitions and events.
- ❖ New Initiatives:
 - Contribute to ongoing short- and long-term projects and initiatives.
 - Design, plan, and execute improvement initiatives.
- ❖ Cross-Functional Collaboration:
 - Collaborate with teams across account management, marketing, customer service, and operations.
 - Act as an ambassador for IKAWA and its products, representing the company in various capacities.

Experience, Skills, and Personal Qualities:

Essential:

- ❖ At least 1 year of directly relevant sales experience (B2B preferred).
- ❖ Proven ability to reach sales targets and build strong customer relationships.
- ❖ Passion for selling and providing value to customers.
- ❖ Proficiency in demonstrating products or services both in person and over the phone.
- ❖ Clear and effective verbal and written communication skills.
- ❖ Good understanding of sales and marketing principles.
- ❖ Negotiation skills.
- ❖ Experience within the coffee sector or a strong personal interest in speciality coffee.
- ❖ Ability to manage information effectively to support purposeful action and communication.
- ❖ Confident, enthusiastic, and persistent personality.
- ❖ Results-oriented, creative, and resourceful.
- ❖ Proactive, bright, ambitious, insightful, curious, and thoughtful.

Desired:

- ❖ Experience in both sales and marketing roles.
- ❖ Experience working in the speciality coffee sector.
- ❖ Proficiency in business-level Spanish or other languages in addition to English.
- ❖ Strategic thinking capabilities.
- ❖ Excellent project management skills with the ability to balance workload and prioritise effectively.
- ❖ Clean UK driving license.

IKAWA

Why Join Us:

At IKAWA, you'll be a critical member of our talented sales team, engaging in a wide variety of sales and marketing activities with opportunities for professional development and increased responsibility. If you have the necessary skills and a drive to excel, we invite you to be a part of our exciting journey as we continue to revolutionise the coffee industry.

Location

Our office and workshop are located at 30 Engate St, London SE13 7HA. This will be a hybrid role with your working week split between the office and your home.

Contract

Full-time (Monday – Friday).
Notice periods considered.
Deadline for applications: 04th June 2024.

Remuneration

Competitive salary based on experience (see top of the page)
22 days' holiday plus bank holidays.
Company benefits include MacBook, use of Home Roaster, team incentives and activities, perks, occasional travel, L&D opportunities, access to the company pension scheme, ride to work scheme.

Application

Please send a CV, a cover letter of a maximum of one side, including what excites you most about this role, and setting out how your experience meets the job description to hr@ikawacoffee.com