



Accountmanager Beer & Cider

As an Accountmanager Beer & Cider within HEINEKEN Netherlands you are responsible for the sales results and the profitability of the hospitality clients in your region across the portfolio of our iconic beer and cider brands. You will develop and manage joint customer business plans to drive business results for both the client and HEINEKEN. With your (potential) clients, you ensure value creation by building and maintaining sustainable customer relations, cost control and operationalization of the established brand strategies.

What are your responsibilities as Accountmanager Beer & Cider?

You are responsible for increasing the turnover within existing accounts by offering new products services / categories (with focus on Beer & Cider) and by looking at how the entrepreneur can create added value and advise on this. Further:

- Ensure excellent execution of NND (availability), visibility, quality and activation of the Beer & Cider portfolio;
- Are you responsible for the realization of the (volume, turnover, margin and value creation) objectives in accordance with KPIs in the rayon plan;
- Prepare the sales process and plan and visit (potential) customers (about 6x per week). This includes:
 - Approaching customers by telephone to schedule appointments;
 - Preparing your visit: check the information regarding volumes, profitability, set the agenda and prepare the objectives of your visit etc .;
 - Consultation with colleagues regarding possible threats / opportunities etc.;
 - Tracking market developments within your own region;
- Clearly define and execute customer strategies and programs.

As an Accountmanager Beer & Cider you will be reporting to the Regional Sales Manager.

Your working environment

As Accountmanager Beer & Cider you will work within the Horeca Sales department of the Out of Home organization within HEINEKEN Netherlands (HNL). The department is responsible for the sales results and the (customer) profitability of the total product portfolio of HNL. HEINEKEN has 10 sales locations in the Netherlands. From here we distribute our products. You work independently and often start from home. You are supported by Sales Support.

Are you the Accountmanager Beer & Cider we are looking for?

To be successful we're looking for individuals who are resultdriven and are willing to challenge themselves across a large number of Key Accounts in a high performing environment. Also the ideal candidate has:

- A Bachelor or Master degree;
- Minimum of 2 years sales experience within FMCG;
- Passion for hospitality and beer;
- Strong written and verbal communication skills and fluent in Dutch;
- Please kindly note that you need to have a drivers license an EU Working Permit (Orientation Year Visa not included) in order to proceed for this position.

What to expect from us

Working at HEINEKEN means looking beyond the boundaries of your own job title. Your opinion and talents are important for every change and improvement. This means that you may be involved in a project that falls outside of your specialization.

The salary differs per position within the company. It will be based upon the intensity of the job, the relevant work experience, and your education. Having fun in your work and a good balance between work and private life is equally important. The more you enjoy your job, the better your contribution to our products will be. A career with HEINEKEN offers great challenges combined with exciting opportunities to own and grow your career in line with your aspirations.

About HEINEKEN

HEINEKEN is the leading international brewer, with more than 250 international and local beer and cider brands in more than 190 countries. Our colleagues come to work every day with pleasure to ensure our consumers can enjoy numerous beer and cider brands, such as HEINEKEN, Amstel, Brand, Desperados, Affligem, and Apple Bandit.

In the Netherlands, HEINEKEN has three breweries in Den Bosch, Wijkre, and Zoeterwoude, the latter being the largest brewery in Europe. Furthermore, soft drinks are bottled at Vrumona in Bunnik, one of HEINEKEN Nederland's subsidiary companies. Vrumona has a varied portfolio, including brands such as Royal Club, Crystal Clear, SiSi, Sourcy, and Sourcy Vitaminwater. In addition, in the Netherlands, Vrumona is the license-holder and supplier of Pepsi, Rivella, 7UP, and Mountain Dew.

Interested?

Are you interested in this job and would you like to apply? Then please click on the application button. For additional information about this job or the application process, please contact Andrea van der Meer (Andrea.vandermeer@heineken.com). We are looking forward to receiving your application.