

National Sales Manager

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Company: Festool Danmark ApS

Location: Denmark

Category: other-general

What's our mission?

Are you interested in joining a premium company that provides top-tier tools and solutions for professional tradespeople? Festool specializes in high-quality tools for woodworking, joinery, timber construction, carpentry, painting, renovation, refurbishment, and automotive applications.

Our products are designed to simplify the work of professional tradespeople and enable them to achieve perfect results more efficiently. At Festool, we emphasize systematic thinking down to the smallest detail, constantly evolving to meet the demands of an increasingly interconnected global future.

Our current National Sales Manager is transitioning to a new phase in his career, and therefore, we are in search of a successor. As the new National Sales Manager, you'll be responsible for leading and developing all sales activities in Denmark, as well as overseeing customer service and service & repair for both the Danish and Swedish markets.

Reporting directly to the Managing Director for Denmark and Sweden, you'll be an integral part of the Swedish-Danish management team based in Malmö. Your key responsibilities will include:

Implementing global sales strategies tailored to the Danish market

Leading and developing the Danish sales team

Managing and enhancing customer service and service & repair departments

Cultivating relationships with key accounts

Negotiating and finalizing agreements with major customers

Monitoring, analyzing, and improving performance metrics

Assessing and reporting the performance of dealers and distribution channels

Collaborating with global marketing and product development teams to ensure brand consistency

Facilitating the launch of new products and solutions

Handling budgeting, reporting, and sales forecasts

Gathering market intelligence

Collaborating with international colleagues to develop global sales strategies

What are we seeking?

We're looking for a proactive and decisive manager who is eager to explore new opportunities and achieve ambitious goals. Key qualifications include strong analytical skills, a results-oriented mindset focused on sustainable sales and financial outcomes, excellent organization, and proficiency in sales administration (especially CRM and Excel analysis), interpersonal skills to build trustful relationships within the organization and among customers, effective communication skills, assertiveness coupled with respectfulness, and experience in budgeting and forecasting.

Ideally, you should have:

+5 years of experience in a similar leadership role, with a background in professional sales, leadership, relationship building with retailers/dealers, key account management, sales team development, and familiarity with the power tool and building industry.

academic or equivalent educational qualifications in sales and marketing.

native speaking in Danish and fluency in business English (both verbal and written), skills in Swedish and/or German are considered advantageous.

What's in it for you?

At Festool, you'll become part of a unique family company surrounded by proud colleagues, a structured environment, and high-end products that are continually evolving with innovative

solutions to improve working conditions and reduce construction costs. Our market is evolving rapidly, with customers consolidating, internationalization increasing, and online purchasing becoming more prevalent.

Joining Festool means immersing yourself in our distinctive culture, approaches, and frameworks, all while contributing to their development to adapt to the ever-changing world.

Will this be your next challenge? Find out more and submit your application in English on

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