

# Sales Manager, Scandinavia

Commercial responsibility for a strong brand with potential

## *Brabrand, Denmark*

### **The position**

The position of Sales Manager is an opportunity to take a well-established brand to the next level. Your impact on the commercial activities will be significant, and you will be responsible for achieving the strategic goals in the area.

It is a clear attraction that DAFA Building Solutions (DBS) has a long-standing history of delivering innovative quality solutions to the construction industry. There is a clear sustainability agenda and EGS-related activities have been initiated.

The international perspective is of course also an attraction.

As the business is well established, you have a good opportunity to gain insight into products and markets before you really get started.

### **Key role in the strategic development of the company**

Reporting to the Director of DBS, you are responsible for running and developing the commercial activities in Scandinavia. In the first phase, you will initially manage two experienced sales profiles, and the plan is for the team to expand in 2024-2027.

You are responsible for planning and driving sales efforts based on the strategy. You map the necessary efforts, define the sub-goals, and initiate the right initiatives. Sales are driven through various sales channels, including by establishing value-creating relationships with end customers and developing cooperation with the dealer level. DBS' products are sold to a large extent by having an attractive value proposition for the customer, and there is an opportunity to create a strengthened demand with the right approach to the markets.

The management of the team, of course, takes up a good part of the position. You help prioritize efforts, you follow up, and you support your team in the daily sales work.

The strategic development of sales takes place, among other things, based on action plans and specific key account plans.

In addition to sales management, you have your own key customers with whom you develop and ensure optimal cooperation. Involvement in chain agreements and heavier negotiations is also a natural part of the job.

There is also a responsibility for the wide collaboration across the DAFA Group - especially with our innovation department and supply chain.

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### Technical flair and an appetite for sales management

You have a fundamental interest in technical solutions. Insight into specifications and functionality gives you the prerequisites to contribute to continued innovation and to communicate value creation. Your understanding of the main elements of a building is also at a high level.

It is important that you have experience with prescriptive sales as it takes place in the construction industry. Ideally, you have worked with sales to wholesalers, dealers and end customers such as type house companies and prefab manufacturers.

The commercial aspect is of course your driving force - both when you set the direction for the team and when you develop your own customers. Success is created by dynamic, energetic and focused efforts.

You are proficient in Scandinavian and are ready for both travel activity and customer visits around the countries. Your residence is within natural commuting distance of Aarhus.

**Apply [here](#)**  The recruitment is handled by Hansen Toft.



## Who we are

Making small invisible changes with a big impact...

### At DAFA, we seal, we absorb, and we protect.

With a passion for foam and rubber, we are specialized in making small invisible changes with a big impact. We seal cold air from hot air – and absorb sound to create silence. We dampen vibrations, and we protect objects against shocks and damage. And while our products may seem unnoticeable, they are always irreplaceable.

### It all started in 1939 in Denmark.

What began as an entrepreneurial family business producing sealing strips of bronze has today expanded into an international operation – manufacturing the unimaginable across three continents. We cut, we print, and we innovate new solutions. From small nose pads for face masks to protecting large wind turbine blades during transportation, we combine cutting-edge production equipment with great engineering skills and know-how to develop solutions geared to the demands of the future.

### But it all begins with our people.

Engineers, operators, or quality controllers. At DAFA, everyone is a master of their craft, united into a culture like a family. Our ambitions are global, but our values are practical and local.

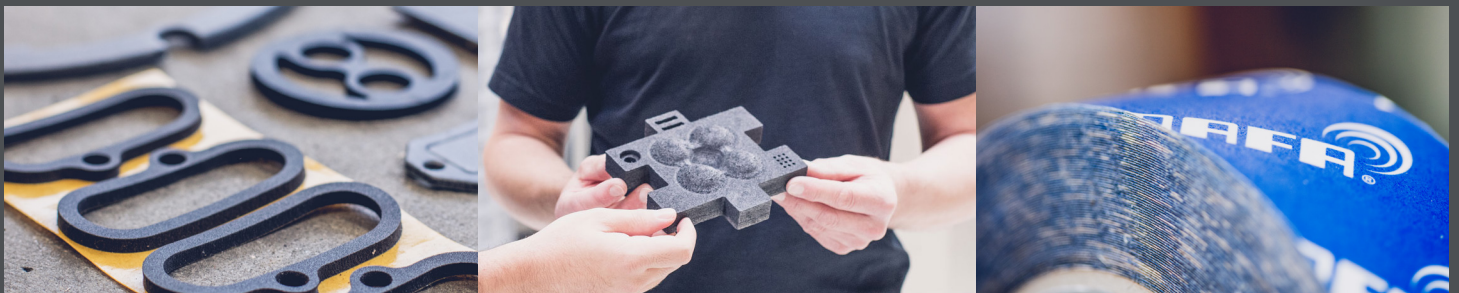
### World-class solutions driven by our passion for innovation and sustainability.

Like our products, being visible to the world is not the most important for us. We simply care about being good at what we do and the difference we can make. We go to work every day to earn the trust of each other and our customers – together shaping the future of manufacturing by pushing the industry standards for quality and more sustainability.

We want our 'invisible' products to bring a noticeable impact and make DAFA the best in the world at what we do. Seal, absorb, and protect. One innovative solution at a time.

For more information about DAFA, visit us on [LinkedIn](#) or [dafa-group.com](https://dafa-group.com)

Watch a short movie about DAFA [here](#)



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