



Job Title: Area Sales Manager x 2 (1 Northern Germany, 1 Southern Germany)

Company: Solar Tackle LTD

Location: Germany (Remote, with travel required)

Reports to: Head of Sales

About Solar Tackle LTD

Solar Tackle LTD is a leading name in the carp angling industry, renowned for producing premium-quality tackle and equipment. With a strong reputation built over decades, we are now looking to expand our presence in Germany by bringing on board a driven and passionate **Area Sales Manager**.

Role Overview

As the **Area Sales Manager** for Germany, you will be responsible for driving sales growth by identifying and securing new retail partners, strengthening relationships with existing customers, and ensuring outstanding customer service. You will also play a key role in brand promotion, both through in-store engagement and at public angling events, while contributing to the development of a strong sales team to further establish Solar Tackle's presence in the region.

Key Responsibilities

Sales Growth & Business Development

- Identify and acquire **new retailers** and distribution partners to expand Solar Tackle's footprint in Germany.
- Develop and execute strategic **sales plans** to increase market penetration and revenue.
- Maximise sales opportunities with existing customers by introducing new products, promotions, and merchandising support.

Customer Relationship Management

- Build and maintain strong, long-term relationships with store owners, managers, and buyers.
- Provide exceptional **customer service**, ensuring that stock levels, product knowledge, and brand representation are at their best.
- Conduct regular store visits, training sessions, and follow-ups to ensure retailers are equipped with the tools to drive sales.



Brand Promotion & Public Engagement

- Represent Solar Tackle at key **trade shows, exhibitions, and angling events** across Germany.
- Engage with the angling community to drive brand awareness and customer loyalty.
- Work alongside marketing teams to develop region-specific campaigns and promotions.

Team Development & Expansion

- Assist in identifying and mentoring potential **brand ambassadors** to strengthen Solar Tackle's presence in Germany.
- Provide training and guidance to ensure that team members & Retail partners to uphold the company's values and sales strategies.

Requirements

- **Proven sales experience**, ideally within the angling, outdoor sports, or related industries.
- Strong track record in **business development** and account management.
- Passion for carp angling and deep knowledge of the industry is preferred
- **Fluent in German and English** (written & spoken).
- Willingness to travel extensively across Germany.
- Excellent communication, negotiation, and interpersonal skills.
- Self-motivated, results-driven, and able to work independently.

What We Offer

- Competitive salary + performance-based commission.
- Travel expenses.
- The opportunity to **grow with a leading brand** in the angling industry.
- A dynamic and passionate work environment.

If you are an ambitious sales professional with a love for carp fishing and a drive to grow a top-tier brand, we would love to hear from you!

Apply now and be part of the Solar Tackle journey in Germany. Jobs@solartackle.co.uk