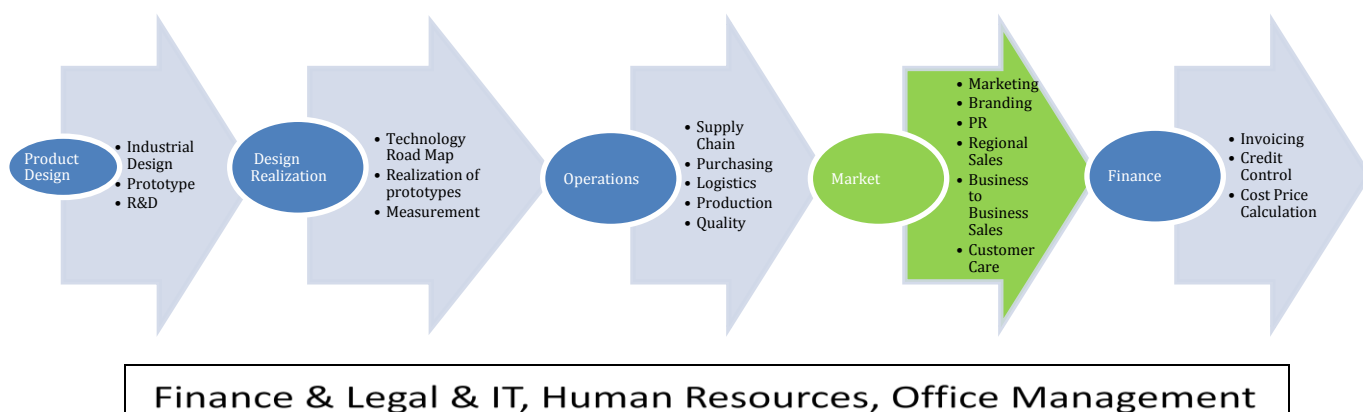


Job Description

Role in Value Chain	Market
Job title	Account Manager Business to Business
Modification date	July 1 st 2010
Status	Final

The main objective of “Market” in the Lemnis “Value Chain” is:

To achieve a leading and profitable market share in the LED arena by providing innovative and cost-efficient lighting solutions around the world. To enable customers to contribute to the environment through energy savings.



Positioning of the job within Lemnis and Working Relationships:

The Account Manager B2B is part of the sales organization. The Account Manager B2B is customer oriented and works closely together with the international commercial team and colleagues throughout the entire Value Chain.

Main objectives of the job:

To achieve (and exceed!) set quantitative and qualitative commercial targets, to leverage our international exposure and enforce high numeric and weighted distribution.

The focus of the role is:

50% strategic

50% operational

Main responsibilities of the job:

Define Sales Strategy

- Initiate a sales execution plan for the business to business market in line with the overall strategy of Lemnis
- Finding alternative sales channels and strategic alliances for co-creation

Develop the Business

- Roll-out the sales plan internationally by creating new business opportunities for Lemnis
- Build a commercial network throughout the market segment
- Draw up account plans to effectively influence customers during long sales cycles
- Creatively translate each business opportunity into an appealing value proposition for the

customer

- Team with colleagues throughout the value chain for project orientated co-creation
- Maintain long term relationships for future opportunities
- Keep the CRM-system completely up-to-date
- Maintain the forecasting reports

Close the sales cycle

- Work closely together with decision making units from the customer
- Dare to ask for the commitment and signature!

Reporting line:

Reports to the Chief Commercial Officer.

Experience & skills:

Career Level	Early mid-career, 2-4 years sales experience with large international accounts
Education	Bachelor / University degree, preferably in technical specialization
Knowledge	Fair knowledge of the hospitality market and affiliated market Familiar to work with sales methodologies and negotiation techniques Familiar with long sales cycles
Languages	Fluent in English and Dutch Preferably German, French and/or Spanish
Other	Willingness to travel Hunters mentality

Core Lemnis competences:

- Being Ambitious
- Being Entrepreneurial
- Creating Team Success
- Being Innovative
- Creating Sustainable Business