



If you are a talented, experienced sales manager, who enjoys dealing with customers, building new channels and connections and strives in working with revolutionary cutting edge technology, then Braci has a lot to offer you.

We are Braci:

Braci develops high technology solutions capable of detecting a wide range of sounds which can then be pushed as easily understood sensory and visual notifications through smart devices back to the wearer/user. From this technology, Braci has developed a health care app and package which serves as a technical aid for people with hearing loss to be able to live safely, securely, and comfortably alongside living independently. The core technology can be used in several other industries, such as automotive, marine and heavy industries.

Sales Manager

Role and responsibilities:

In order for Braci and its co-founders to support the further commercial and sales development, we are now looking for a sales manager to provide leadership, direction, and resource stewardship to Braci's sales function. The job requires that you are able to work on a strategic as well as a very operational level with a focus on execution

- **Sales modelling and execution** – In this role, you will take on a broad range of tasks and responsibilities, all related to the sales development of Braci and executing on this. The role will require you to align the sales organization's objectives with Braci's business strategy through active participation in corporate strategic planning, sales strategy development, forecasting, sales resource planning, and budgeting. It will also encompass creating client leads using a CRM system, working on generating sales from these leads by performing sales pitches to potential clients, meeting with clients, demonstrating the different packages, attending and representing Braci at trade exhibitions, and events.
- **Sales feedback** – This will include maintaining and developing relationships with existing customers in person and via telephone calls and emails, listening to customer requirements and presenting appropriately back to the team, and gathering market and customer information. The role will also require you to advise on forthcoming product developments and discussing special promotions, to create detailed proposal documents and liaise with suppliers to check the progress of existing orders.

Sales Development profile:

You most likely have a commercial degree, combined with several years of relevant professional experience in sales. Ideally, you have experience from a position in the assistive technology industry and/or with digital products with an entrepreneurial spirit and the sales mentality and drive. You would also ideally be able to have some of the skills listed below:

- Your negotiation and interpersonal skills are outstanding, with a strong source of creativity when it comes to acquiring new customers;
- Solid problem solving, decision making and analytical capabilities;
- Excellent written and verbal communication/presentation skills;

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- You have a strong knowledge *of the digital health market, understand its structures and hierarchies as well as its strategies, market influences and market movements;*
 - *You have experience in launching and selling digital products;*
 - *International sales experience and willingness to travel.*

Opportunity and contact details:

The position provides an exciting opportunity for a committed individual to become a part of a fast-growing tech start up with promising potential. Salary and incentive equity will be negotiated individually.

Please feel free to contact Juma El-awaisi by phone +44 787 596 5946 or email at juma@braci.co or Jes Nordentoft by phone +45 3089 7869 or email jno@acclerace.dk if you have any questions about this position.

We look forward to receiving your job application and CV in English by email: hr@braci.co

All information is treated confidentially.