

**Position :** Direct Sales DA – Sales Consultant  
**Department :** Sales Domestic Appliances / Consumables - Direct  
**Supervisor :** Head of MEC

**Minimum Qualifications**

**Education / Training:** University Degree in Business or Marketing  
**Additional skills :** PC Literacy and foreign languages (English - German is a plus)  
**Experience :** Minimum 2 years in similar position

**Related to direct offline, channel ( Own retail ):**

- Having premium retail experience
- Understanding consumer purchase behavior

**General:**

- Being able to develop strategies to increase direct sales

**Brief Job description**

Performing sales by delivering excellent Miele experiences and always keeping the consumers and customer's satisfaction in mind and representing Miele Brand values.

**Responsibilities Description**

- Increase the sales in MEC , thereby reaching more consumers to buy and/or participate in events
  - Manage the agreed promotions and discounts for offline channel, in line with the brand's premium positioning.
  - Work to develop and optimize the CRM process, that foster excellent lead and prospect management
  - Provide monthly reports to the management team on the progress of direct sales development in direct sales channels.
- Related to direct offline channel (Own Retail)**
- Ensure display standards within MEC are upheld to the highest standards, in compliance with the corporate guidelines for MECs
  - Assist in the development of the training processes
  - Work together with Marketing to manage all activities hosted ( events for consumers and retail partners ) in MEC
- General**
- Positive attitude, good manners
  - Business appearance following company guidelines
  - Welcome the customers, Serve coffee & water to the customers
  - Answer the phone of the showroom
  - Responsible for courier and mail
  - Responsible for ordering showroom stationary and sufficient stock
  - Keep the showroom clean, tidy, and perfectly decorated and the selling stands with the appropriate products
  - Collect and compare offers for various supplies: Stationary, Hotels, etc.
  - Participate in the showroom sales team meetings, presenting ideas for better customer service and increase of sales

Pls send your CV to [info@miele.bg](mailto:info@miele.bg). Only candidates that meet the criteria will be contacted.