International B2B Sales Manager – Hoop On

Location: Milan, Italy (Hybrid Work Model)

Contract Type: Full-time

Who We Are:
Hoop On is a premium bus tour service offering unique travel experiences across Italy. We specialize in multi-day, hop-on-hop-off circuits that blend comfort, flexibility, and cultural immersion. Our mission is to provide an unparalleled travel experience for international tourists while fostering strong partnerships with the travel industry worldwide (more details on www.hoopon.com).

Job Description:
We are seeking a dynamic and results-driven **International B2B Sales Manager** to lead and expand our business partnerships globally. This role focuses on developing and managing relationships with travel agencies, tour operators, and corporate clients to drive sales and grow brand presence in key international markets.

Key Responsibilities:

1. Business Development and Client Identification:
- Identify and build a portfolio of B2B clients, focusing on travel agencies and tour operators interested in Italian tours.
- Conduct market analysis to uncover new opportunities in international markets and develop a strategic sales approach for Hoop On products.
- Build a pipeline of new leads and manage the sales cycle from lead generation to close.

2. Client Relationship Management:
- Develop and maintain trusting relationships with B2B partners, delivering a high level of service and support.
- Organize and lead presentations, meetings, and sales pitches to communicate the unique value of Hoop On and respond to client inquiries.
- Ensure that partners fully understand the product details, distinct features, and benefits for their international clientele.

3. Contract Negotiation and Closing:
- Negotiate advantageous supply contracts for Hoop On, ensuring terms that benefit both the company and international partners.
- Collaborate closely with legal and finance teams to ensure all contracts meet corporate standards.

4. Sales Strategies and Performance Goals:
- Define and execute sales strategies to achieve and exceed revenue targets, focusing on the international market.
- Track sales performance using KPIs and success metrics, adjusting tactics as needed to stay on target.
- Contribute to long-term sales strategy development to expand the client base and optimize market penetration.

5. International Representation:
- Represent Hoop On at international trade shows, conferences, and B2B events, actively promoting coach tours.
- Build an international network of contacts in the travel industry to increase Hoop On's visibility and create new business opportunities.

6. Cross-Functional Collaboration:

- Work closely with the marketing team to develop sales support materials and targeted promotional campaigns for the international market
- Collaborate with the Product Manager to provide market feedback and propose improvements to Hoop On products, aligning offerings with the needs of international partners.

7. Reporting and Market Analysis:

- Prepare monthly and quarterly reports on sales activities, performance analysis, and emerging market trends.
- Monitor competitors and provide insights to keep Hoop On competitive and innovative in the Italian travel tour market.

Skills & Qualifications:

- Experience: 3+ years of experience in international B2B sales, ideally within the travel industry or similar fields.
- Education: Bachelor's degree in Business, Marketing, Tourism, or a related field.
- Market Knowledge: Familiarity with international travel market dynamics and trends, and the ability to adapt sales strategies to this target.
- Language Proficiency: Fluency in Italian and English; additional languages are a plus.
- Communication & Presentation Skills: Excellent written and verbal communication skills, with solid experience presenting to high-level clients.
- Results-Oriented: Proactive approach to sales with a track record of meeting and exceeding revenue targets.
- Negotiation Skills: Strong ability to negotiate and build trust with international clients.
- Flexibility & Travel Availability: Willingness to travel frequently abroad to meet with partners and attend industry events.
- Technical Competency: Proficiency with CRM and sales management tools (e.g., Salesforce, HubSpot).

Soft Skills:

- Strong customer orientation and ability to understand and anticipate partner needs
- Analytical skills to interpret sales data and track performance
- Adaptability and self-motivation, with the ability to work independently in a start-up environment

What We Offer:

- Competitive salary with performance-based incentives
- Opportunity to shape the growth of an innovative travel brand
- A collaborative and dynamic work environment with international exposure
- Travel perks and benefits

If you believe you are the right fit for this role and want to be part of the Hoop On team, send us (info@hoopon.com) your application with your CV and a brief cover letter!