



Are you the

Sales manager

we're looking for?

Your job

We are looking for a sales manager to further develop our sensory research business in the UK. The sales manager will act as a contact between Opinion Test & Taste and its potential markets, gathering customer information, negotiating terms of agreements and closing sales. Our (potential) customers are mainly food manufacturers who appeal to us for consumer research with the objective of product development and/or optimization, benchmarking and establishing consumer preferences. The sales manager must achieve sales targets, liaise with customers, maintain knowledge of the company's services and keep abreast of the food industry. Your key responsibilities are:

- Expand client base and turnover according to the sales plan;
- Establish relations with existing accounts in order to maintain, up- and cross-sell;
- Monitor developments with existing clients and translate these into (adjusted) policy;
- Gather information on market developments and competitors to help detect market possibilities and set pricing strategy;
- Draw up offers and sign sales contracts;
- Negotiate price, delivery and other specifications;
- Record sales and order information in CRM system.

Your profile

- Academic working and thinking level;
- Knowledge of / affinity with the food industry;
- Management capacity;
- Good communication skills, both verbal and written;
- Commercial feeling and customer-oriented mentality;
- High degree of stress resistance and flexibility.
- Proactive, hands-on, autonomous.

Our offering

Opinion Test & Taste is committed to attracting and maintaining a dedicated team by providing a satisfying work environment, valuing diversity, and offering excellent salary and secondary benefits. We highly value a positive work culture and offer our employees lots of flexibility, as well as the ability to work from home. We do not believe in a 9-to-5 attitude, yet are very result-driven.

Opinion Test & Taste is a member of the Opinion Group and all our employees work in close collaboration so that each of them realizes a benefit from working together. Ultimately, what we want from you is: commitment, high quality, high value, flexibility, customer-friendliness, optimism, the ability to learn fast, eagerness to share your knowledge and experience and willingness to work in a small team with big ambitions. Last but not least, we want you to enjoy what you do.

Real success is finding your lifework in the work that you love*



David McCullough, US biographer & historian

About Opinion Test & Taste

Opinion Test & Taste is an ambitious, future-oriented and ICT-driven company in the food industry. We offer a wide range of operational and strategic services, primarily to manufacturers. We are an international partner with a great track record in the food industry and specialized in sensory testing and consumer research. With headquarters in the Netherlands and offices throughout Europe, we guarantee significant logistic coverage. Opinion Test & Taste is a member of the Opinion Group.

About the Opinion Group

The Opinion Group is a premier organization, which offers high-end solutions and sector-specific services for food manufacturers, retailers, suppliers and other industry players. We offer world-class capabilities in the area of sensory research and lab analyses, consulting and process engineering. We cover a broad spectrum of disciplines and specialties, from product development and innovation to food labeling, product specification and quality audits.

The companies that make up the Opinion Group all share market knowledge, experience and technological knowhow. We can work on a project base executing a client-specific request, or offer long-term, totally integrated solutions. Whatever the work we do, we are always guided by principles of quality, reliability and commitment to excellence.

How to contact us

Interested in working with us? Send your resumé and motivation letter by e-mail to jobs@opinion-group.com.

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