

B2B SALES DEVELOPMENT REPRESENTATIVE

Make CHERRY the reseller network's first choice.

YOUR MISSION

You will drive CHERRY Americas' growth by activating our reseller network, expanding key sales programs, and creating a scalable approach to B2B sales. Your impact will be measured through sustainable growth and increased market penetration.

YOUR RESPONSIBILITIES

- You will proactively share information about CHERRY products, programs, and promotions with your assigned accounts, resellers, and their sales teams.
- Across the Government, Education, Healthcare, and Enterprise segments, you will identify business opportunities and win new contracts together with the right resellers.
- You will provide timely support for reseller RFPs, from preparation through submission to prospective end customers.

YOUR EXPERIENCES

- A bachelor's degree is required for this position.
- You bring at least three years of B2B sales experience in an industrial or consumer products environment.
- You are proficient in CRM platforms such as Salesforce or HubSpot.
- You have strong working knowledge of Microsoft Excel and PowerPoint.
- You are tech-savvy, adapt quickly to new tools, and communicate effectively both verbally and in writing.

- You will ensure that end-sales and relevant end-customer data are captured accurately and completely in the system.
- You will actively drive adoption of the Reseller Loyalty Program and its features throughout the partner network.

WHY CHERRY SHOULD BE YOUR CHOICE

WHAT IS CHERRY DOING?

We are an international manufacturer of keyboards and mice for the gaming & e-sports, office, healthcare and industrial sectors. In addition, CHERRY produces high-end switches for mechanical keyboards in Germany and China. Since its foundation in 1953, CHERRY has stood for innovative and high-quality products that are specially developed for different customer needs.

YOUR BENEFITS

- Make an impact from day one by taking ownership of your own accounts and territory within an established reseller network.
- Shape something new by playing an active role in the rollout of CHERRY's Reseller Loyalty Program and Sales Incentive Plan.
- Enjoy the flexibility of hybrid work, combining three days of collaboration at our Kenosha office with flexible work outside the office for the rest of the week.

FRAMEWORK CONDITIONS

- **Company:** CHERRY Americas
- **Place of work:** Kenosha, Wisconsin (hybrid)
- **Working hours:** 40 hours per week
- **Line manager:** B2B Channel Account Manager

EQUAL EMPLOYMENT OPPORTUNITY

CHERRY is committed to equal employment opportunity. We consider qualified applicants for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender

identity, national origin, age, disability, genetic information, or any other characteristic protected by applicable law. Qualified applicants who require a reasonable accommodation during the application or recruitment process may request appropriate support.

NOTICE REGARDING INTERNAL CANDIDATES
Please note that this position is open to both internal and external candidates. Internal applications will also be considered as part of the selection process. Therefore, the publication of this position does not guarantee that the vacancy will ultimately be filled by an external candidate.

APPLY NOW

DO YOU HAVE ANY QUESTIONS?

We are available for you at +49 9643 20 61 - 533 or by e-mail at martin.fiedler@cherry.de.

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