

Sales Manager

Location: Comines-Warneton, Belgium

About BTT

BTT is a leading technical textile manufacturer based in Belgium, with 200 employees and a strong presence in geotextiles and agrotextiles.

BTT has a turnover of 30 million euro with an international footprint.

Our company is in full transformation after our ownership change. To strengthen our team, we are looking for committed professionals who contribute to our mission of innovation, quality, and service.

About the Role

As Sales Manager, you will be responsible for driving growth in your region and managing a strong customer portfolio. You will focus on building long-term relationships, developing new markets, and implementing the company's go-to-market strategy. Your mission is to translate our technical expertise into commercial success while ensuring excellent customer experience.

Key Responsibilities

- Manage and grow the customer portfolio with a focus on key accounts
- Develop and implement regional sales strategies aligned with business objectives
- Identify new business opportunities in existing and new segments
- Build and maintain strong customer relationships through regular visits and networking
- Collaborate closely with internal teams (Customer Service, R&D, Production) to deliver solutions
- Provide market intelligence and report on trends, competition, and customer needs
- Support product launches and propose new product opportunities
- Contribute to continuous improvement of sales processes and tools

Your Profile

- Experienced in a commercial role, preferably in technical textiles or B2B industrial markets
- Proven track record in sales development and key account management
- Strong negotiation and communication skills with a customer-oriented mindset
- Leadership qualities with ability to coach and motivate team members
- Analytical thinker with strong business acumen
- Fluent in Dutch and English, French or German is a plus
- Willingness to travel internationally on a regular basis

What We Offer

- A strategic role in an innovative and growing international company
- An open and collaborative company culture
- Opportunities for personal and professional development
- Competitive salary and benefits package
- Company car, laptop, and mobile phone