

Viking EMEA

Where passion meets protection



Sales Representative, Finland

Following our continuous growth trend, we have ambitious targets for further development in 2025. Therefore, we are seeking to expand our team and welcome our first teammate in Finland in the new role of a Sales Representative.

As a Sales Representative, you will fulfil the commercial sales strategy that will contribute to the achievement of Viking EMEA's general objectives and more specifically to the profitable growth objectives in Finland. Your position drives the sales in the region while constantly aligning with other departments like Operations, Product Management, Marketing and Finance. You will be responsible for the sales of all Viking EMEA product lines. While reporting to the Country Manager, you will be a part of a great Nordic sales team supported by technical support experts.

Objectives of the role are:

- Establish and maintain a professional business relationship with large accounts
- Accelerate growth in your territory and grow market share
- Develop a vision translated in a territory plan with initiatives that lead to growth
- Achieve customer loyalty by practicing key account management
- Conduct new business; target and prospect new customers per goals outlined for the region
- Develop effective pre-sales via approaching new parties (e.g. end-users, influencers, specifiers)
- Build and maintain a relationship with key engineering firms that influence fire protection specifications
- Report weekly on sales results highlighting all sales activity
- Contribute to the development of the product categories
- Assure effective product launches and materialize new product introductions
- Prepare and monitor local sales budget and support finance by contributing to credit control
- Build, analyze and monitor KPIs by presenting periodic management reports and take actions to meet the company targets
- As the Manager of the local sales, act as the first contact for sales issues & local/government authorities and take action

Qualifications and experience:

- You have a background in technical sales within Fire Protection or plumbing sphere
- You understand contracting business jargon
- You are a people oriented person
- You are able to give excellent customer service and demonstrate the account management values that set Vi-

king EMEA apart from its competitors

- You have demonstrated ability to establish vision, drive organizational change and deliver positive results in sales

The position requires travels across Finland but as well to our offices in Luxembourg and Sweden. You will report to the Country Manager.

Personal characteristics:

- You have a helicopter view
- You have proven management skills and natural leadership, charisma
- You have excellent interpersonal communication skills at all levels in the organization through various channels and methods
- You have the ability to build, motivate and develop your team and to lead by own example
- You are able to build strong relationships and networks through trust and integrity
- You are a self-starter, well organized, able to prioritize and you get things done
- You are a listener and able to influence, motivate and convince when needed
- You are result oriented and have a strong sense of commitment to deliver

Our offer:

Stable company: for over three decades, our company has stood the test of time, weathering economic shifts, technological revolutions, and industry changes. We are not just stable; we are a ship that has sailed through storms and emerged stronger. Be part of a team that values tradition, experience, and unwavering commitment.

Package: we offer competitive compensation that recognizes your expertise and dedication.

Great place to work: we are not just a big company; we are a close-knit community that spans continents. As you contribute to impactful projects, you will experience the best of both worlds: the resources and reach of a multinational structure combined with the warmth and support of a tight-knit family. Grow your career with us, collaborate across borders, and enjoy the advantages of a truly inclusive and nurturing environment. Apply now and become part of our extraordinary journey!

Contact information:

If you are interested in this position, please send your Curriculum Vitae and cover letter in English via this website. For more information, please visit our website: www.viking-emea.com

As a member of the Minimax Viking Group, Viking stands tall on the global fire protection stage with 10,000 employees and an annual turnover of over €2.4 billion.

Viking EMEA is a key player in distributing our fire safety products and systems across Europe, the Middle East, and North Africa. Serving over 2,100 clients in 74 countries, we deliver everything from sprinklers to advanced detection systems, meeting both commercial and industrial demands.

At Viking EMEA, we foster an entrepreneurial spirit within our teams, recognizing that the best fire protection solutions are born from collective intelligence. We believe in the power of collective intelligence and encourage a culture of collaboration and creative thinking.

Be part of our passionate community where every role is essential, every idea valued, and every day is an opportunity to contribute to saving lives and property.