

# Key Account Manager

**Location:**  
Aarhus

**Contact person:**  
Martin Overgaard Pedersen

**Mail:**  
mop@whiteawaygroup.com

**Deadline:**

Are you our new  
**Key Account Manager?**

**WHITEAWAY GROUP**

**We're looking for a Key Account Manager to join our Wholesale department, focusing on sales to project construction and B2B customers. If you're passionate about sales, great at building relationships, and have a strong drive with solid experience in proactive sales, you could be the perfect fit for our team.**

Whiteaway Group started with a simple idea, a commitment to our customers, and with a passion for digital innovation. Today, we're a successful retailer, selling and delivering household appliances across Scandinavia. We're change-makers at heart – it's the very core of everything we do.

As Key Account Manager, you'll be part of our Wholesale team of 20 dedicated B2B colleagues – all experts in B2B sales. Our mission is to lead the market in supplying household appliances to business clients, including project construction and housing sectors. You'll work closely with colleagues, your sales manager, and other Key Account Managers to target new B2B customers and build lasting relationships while maximizing opportunities with existing clients.

Your customer base will span Denmark, with a balance of home office work and on-site visits to clients and construction sites. Regular visits to our office in Aarhus will also be expected.

**Here's what you'll be doing:**

- Responsible for proactive sales to new customers, handling incoming leads, and maintaining and developing existing customer relationships within your client portfolio.
- Drive growth among B2B customers.
- Establish partnerships and long-term customer relationships, ensuring they receive Denmark's best appliance prices through expert advice and solution-based sales for both large and small projects.
- Prepare offers, conduct pricing calculations, and follow up using the CRM system.
- Work closely with your colleagues in Wholesale to achieve our shared goals.

**What we're looking for:**

- At least 2 years of experience in proactive B2B sales - industry experience is not required, but previous B2B sales experience is an advantage.
- Comfortable with negotiations and having tough conversations with customers about what creates value.
- Naturally skilled at networking and building strong relationships.
- Passionate about sales, driven by growth and development, and proficient in Excel, Office, and CRM systems, with the ability to adapt to new working methods.
- Results-oriented with a proactive mindset.
- Resident of Denmark, fluent in both Danish and English (written and spoken)

**We like to think we have quite an amazing workplace, including:**

- A dynamic and international environment with room for you to be you,
- Lots of opportunities for your own professional development and for you to make an impact,
- A flat, informal organisation with a high degree of independence and short decision-making

processes,

- Attractive settings for the job, to mention some: flexible work hours, health care, lunch scheme, Friday breakfast, gym, and great social events.

**Inclusivity at Whiteaway Group**

We're committed to creating an inclusive environment for all employees. We welcome applicants from all backgrounds, beliefs, and identities. If you require specific accommodations during the hiring process or within our workplace, please let us know so we can ensure your application process is as accessible as possible.

**Interested? Here's how to apply:**

We'll screen and interview on an ongoing basis – so please don't hesitate to apply.

Need more information? Contact Martin Overgaard Pedersen at [mop@whiteawaygroup.com](mailto:mop@whiteawaygroup.com).

Please note that applications are only accepted via the apply button.