

»Maybe tomorrow thinking
will be the same as doing.«

Lukas
Brand Strategy



Tomorrow is our home.

Find out how you can enjoy, grow and perform at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we encourage commitment and open-mindedness among our employees. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, our focus truly is on innovation. And that doesn't just apply to our products and services, but also drives the way in which we cooperate, exchange ideas and organize our teams. Everyone is invited to make their individual contribution to our overall success. Join us now and give your career a home.

Sales Manager Electrical Retail - SDA (m/f/d)

BSH Elettrodomestici S.p.A. | Full time | Gross annual salary (RAL) range € 60.000 - € 75.000
Milano

YOUR RESPONSIBILITIES

We are looking for a Sales Manager to drive growth in the CP retail channel by developing and executing the sales strategy, managing key customer relationships, and leading commercial activities to strengthen the Bosch brand in the Small Domestic Appliances (SDA) market in Italy.

- / Develop and execute the SDA retail sales strategy in line with business objectives.
- / Manage key retail accounts, negotiating commercial agreements, assortments, and promotions.
- / Monitor sell-in, sell-out, KPIs, and budgets, implementing actions to drive performance.
- / Analyze market trends, competitors, and consumer insights to support business decisions.
- / Collaborate with Marketing, Supply Chain, and Finance to ensure effective commercial execution.

YOUR BENEFITS

- / Hybrid working
- / MBO Bonus scheme
- / Flexible benefit (welfare online platform)
- / Ticket restaurants
- / Occupational and non-occupational insurance for accidents and permanent disability

YOUR PROFILE

- / At least 5 years of experience in a similar sales role, preferably in the Small Domestic Appliances (SDA) or Consumer Electronics sector.
- / Strong understanding of Consumer Products market dynamics
- / Excellent negotiation, analytical, and relationship management skills.
- / Ability to work independently with a strong results-oriented mindset.
- / English language fluent.

FURTHER INFORMATION

Please visit bsh-group.com/career. We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

BSH È UN DATORE DI LAVORO CHE OFFRE PARI OPPORTUNITÀ

In BSH, la diversità e l'inclusione sono valori fondamentali che plasmano la nostra cultura aziendale. Apprezziamo l'unicità di ognuno e consideriamo la diversità dei nostri dipendenti come una chiave del nostro successo. Indipendentemente dal genere, origine, religione, orientamento sessuale, disabilità o età, accogliamo con grande entusiasmo ogni singola candidatura..

Home appliances under the brands:

