

Working at WESP

Country Manager UK | Automotive Aftermarket Business Intelligence

Why work at WESP?

WESP is a young, ambitious Dutch company with a unique position in the automotive industry. From its headquarters in 's-Hertogenbosch, the Netherlands, WESP is growing rapidly across the European market with unique business intelligence tools and an enthusiastic team of more than 40 colleagues. We have a flat structure, an open culture, and a shared focus on creating value for our customers.

To support our growth in the UK, we are looking for a commercially strong and results-driven Country Manager who leads the consultants in the UK and is responsible for sales to workshops, roll-out partners, wholesalers and workshop concepts.

What does WESP do?

At WESP, we believe in data-driven decision making. We collect, clean, standardise and enrich retail market data for the automotive aftermarket, turning raw workshop data into harmonised market intelligence in line with industry standards.

Through a network of more than 3,500 workshops across Europe, we gather aftersales data based on parts information from over 50 million invoices. Using the Workshop Performance Dashboard and related tools, our consultants work directly with workshop owners to provide insight in performance improvements – backed by facts and figures from their own data, benchmarked against the market. Wholesalers and parts manufacturers rely on the same harmonised data to support their day-to-day operational processes and make well-informed strategic decisions.

Are you our Country Manager?

As Country Manager, you are ultimately responsible for sales to workshops, roll-out partners, wholesalers and workshop concepts, as well as for leading the consultants within the UK. You directly manage the consultants, translate the annual plan's goals into concrete assignments, and ensure they keep developing in their role. You lead by example: you regularly visit and coach workshops yourself, and are not afraid to get hands-on.

You are also active in the market yourself: you build and maintain relationships with roll-out partners, wholesalers and workshop concepts, and you keep a sharp eye on agreements and results. You report to the Business Development Manager.



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Your responsibilities

- Leading the consultants: translating the goals from the annual plan into assignments and projects, tracking progress in our CRM, and running the appraisal cycle.
- Personally visiting and coaching workshops on a regular basis, leading by example and staying close to day-to-day practice in the field.
- Coaching, guiding and training consultants, and evaluating their performance (e.g. WESP knowledge, consultant skills, dashboard techniques and data-mindedness), including drawing up Personal Development Plans (PDPs).
- Finding potential roll-out partners, concepts and workshops, and organising joint field visits with roll-out partners.
- Generating sales: closing subscriptions with workshops following the initial analysis, and selling data products to wholesalers and workshop concepts.
- Regularly conducting analysis meetings at affiliated workshops, recording these correctly in our CRM, and monitoring the quality of customer data.
- Identifying areas for improvement and proposing enhancements to the roadmap and products.
- Facilitating contacts with concepts & formats and wholesalers in the UK.
- Maintaining short lines of communication with the Business Development Manager and escalating issues in a timely manner.

Your qualifications

- You are fluent in English, both written and spoken.
- Extensive experience in aftersales and knowledge of the (independent) aftersales market and key processes within a workshop.
- Experience leading and coaching a team, preferably in a commercial environment.
- A commercial mindset and genuine commercial ability: you act on market opportunities and know how to assess them at their true value.
- Strong networking and negotiation skills: you build and maintain relationships and achieve optimal results in conversations involving different interests.
- Results-driven and performance-motivated: you take targeted action to meet or exceed objectives, and stay resilient in the face of setbacks.
- Strong analytical skills and a natural problem solver.
- You work independently, are comfortable with overall responsibility for the UK, and hold a full UK driving licence.
- A hands-on mentality: you are happy to get out into the field yourself, rather than only managing from a distance.



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What we offer

- An employment contract or self-employed (B2B) arrangement.
- A competitive salary, in line with your knowledge and experience.
- 25 days annual leave + bank holidays.
- Company car, phone allowance and laptop.
- The opportunity to truly make a difference for WESP, its customers and your team of consultants.
- A role at the forefront of data-driven innovation in the automotive aftermarket industry.
- Additional information

WESP is an inclusive organisation that welcomes people of all backgrounds and cultures to be part of our success. We believe in diversity and inclusion and encourage candidates from all backgrounds to apply.

Does this sound like you? We would love to hear from you. Please send your motivation, or any questions, to jeroen.koopman@mywesp.com

