

B2B Sales Representative - Maritime & River Events

SOGENA | Permanent contract | Paris | Fixed salary €35-40K + uncapped variable bonus

About you.

You're tired of hearing that "the market is challenging", of start-ups searching for their product market fit - or, conversely, of being just a small go in a large organisation where the pressure is high but the impact limited?

You want to sell. No nonsense. In an organisation with a recognised product, a buoyant market, short cycles, and a real demand for results. An organisation that invests in your skills and where your impact is direct.

Or are you tired of missing out on opportunities because you don't have the "right" background or the "right" company on your CV. But you know that the fire burns within you - and that you're ready to do what it takes to win?

Then this role may be for you.

Words of warning though. This position is strategic for SOGENA. Expectations are high and the objectives are real: to generate €200-300K in additional revenue at our maritime and naval trade shows, and to launch the marketing of our brand new river event from scratch. If you're looking for a quiet job, this isn't the right fit. If you're looking for a role where you can give your all and be rewarded accordingly, read on.

Key steps to your success in this role

Let's be realistic. Week 2, you'll be on the phone. Your onboarding will not focus on "how to do demos". It will focus on how to prospect and sell.

Here's the goal:

In the first 3 months: you will master the two existing trade shows, requalify the CRM database and record your first orders.

In the first six months: you will have signed up ~15 new exhibitors for Euromaritime (average ticket value ~€10k) and opened your first pipeline for the river event.

At the end of the first year: you will have reached 30 new exhibitors and contributed €200k to €300k in additional revenue. The event dedicated to professional river market will be launched with YOUR qualified customer base.

To succeed in this role:

You already have at least 2 to 3 years of B2B experience selling value-added products and services and:

You excel at finding and closing opportunities in a short sales cycle (4 to 12 weeks), from cold prospecting to signing - without waiting for the customer to come to you.

You must be able to sell on value. Your sales approach is consultative, and listening is your primary tool. You sell qualified contacts, visibility and business, not just stand space.

You must be able to work independently in the SME/SMB segment, manage your pipeline, your priorities and your schedule - without daily supervision - while remaining fully accountable for the objectives set.

You must be willing to accept demanding coaching, apply feedback methodically and question yourself when results are not forthcoming. An athlete's mindset is non-negotiable.

Customer relationships are built in the ground. **Therefore, occasional travel to trade shows is required** (competitors at Euromaritime, Euronaval, river events).

You must achieve a **minimum total remuneration of €45K** (fixed + variable). Our variable remuneration is uncapped: the best performers can easily exceed this threshold. It is your driving force, not our ceiling.

Experience in the maritime sector is a plus, but not a prerequisite. We are open to candidates from B2B events, recruitment, FinTech or any sector with short cycles and consultative sales. What is non-negotiable is your attitude.

Studies show that women apply less than men because they want to tick all the boxes. Don't hesitate to apply even if you don't think you tick all the boxes!

★ Why 1- This role 2- At Sogena 3- Today?

- The best salespeople (i.e. you) want to develop their skills. We invest in you with structured managerial support from the outset: sales bootcamp, coaching and playbook. No improvisation. Best practices from day one.
- Tired of hearing "the market is difficult"? In this role, you will be selling excellent products in an international context that is favourable to our products.
- You will be the first person to market an event from scratch - rare, rewarding and visible.
- A niche sector with a strong international dimension: naval defence, professional maritime, river transport.
- Uncapped variable remuneration - your results determine your pay.
- Sogena is a human-sized organisation where your impact is direct and immediate.
- A premium B2B clientele: industrialists, institutions, governments, maritime SMEs.

🏢 Who is Sogena?

SOGENA (Société d'Organisation et de Gestion d'Évènements Navals) is a subsidiary of GICAN - Groupement des Industries de Construction et Activités Navales. SOGENA's objective is to promote the naval and maritime industry internationally by organising international events and trade shows.

The SOGENA team of 15 people organises two international trade shows in the fields of naval defence (Euronaval) and civil maritime (Euromaritime). It brings together French manufacturers in "Pavillons France" at around ten trade shows abroad.

Aware of current environmental, societal and economic issues, SOGENA is committed to a CSR (Corporate Social Responsibility) approach aimed in particular at reducing the environmental impact of its events.

📋 Other

- Fluency in French and English, both spoken and written
- Familiar with HubSpot CRM and Microsoft tools
- Location: Central Paris
- Partial remote working possible after probation period. To be agreed with the manager once the probation period has been completed.

- You will receive 25 days of annual leave and 12 days of RTT (reduced working time), as well as the company's employee benefits:
- Health cover (mutuelle) - defined by the company (group plan);
- Fixed contribution from the company towards meals taken on working days at the establishment;
- Partial reimbursement of NAVIGO transport costs in accordance with legal provisions;
- PEE, PERCO in accordance with the conditions in force within the company; Article 83

Recruitment process

Fast. Demanding. Structured. Four steps before the offer, no more.

1. Online assessment - To ensure that what you are looking for matches what we are looking for.
2. 10-minute call - we check that we are on the same page.
3. Sales interview with our partner Curiosity.
4. Validation interview with management.
5. Offer