



Apibase – Sales Associate

Who are we looking for?

Who is Apibase?

We are a fast-growing scale-up on a mission to revolutionize the restaurant and catering industry with our advanced software solutions.

Our mission?

We empower our customers to optimize their food & beverage management — from seamless order processing and inventory management to accurate food cost calculation and allergen labeling. We're not just a service; we're a vital partner in our customers' success.

Your role in a nutshell:

- Qualify inbound leads from the F&B industry: You are the first point of contact for incoming inquiries and assess the potential of each prospect.
- Master our software inside out: You build in-depth product knowledge so you can deliver compelling demos and address customer needs convincingly.
- Support the enterprise sales team & manage mid-market deals independently: You prepare meetings, follow up on leads, and close smaller to mid-sized deals on your own.
- Plan calls, demos, and next steps: You manage the sales team's calendars and ensure a professional follow-up throughout the entire sales process.
- Work data-driven with HubSpot: You keep the CRM up to date, monitor your pipeline, and use data to improve your sales approach.

Nobody is perfect

But the following qualities can help you succeed in this role:

- Educational Background: Bachelor's or Master's degree holder, welcoming recent graduates to jumpstart their careers with us.
- Commercial Acumen: A natural flair for persuasion and negotiation
- Language Skills: Fluent in English, with proficiency in Dutch, German, French, or Swedish as a strong advantage.
- Customer-Centric: A keen listener who understands the importance of identifying customer needs and building trust.
- Tech-Savvy Enthusiast: Passionate about new technology and adept at sharing this excitement with clients.
- Adaptable Learner: Open to continuous learning and development, thriving under pressure and eager for personal and professional growth.

What do we offer?

What We Offer? A Path to Success!

- Empowering Environment: A dynamic role in a successful, growing scale-up, surrounded by a passionate and supportive team.
- Comprehensive Training: Extensive sales training to ensure you're well-equipped to succeed from day one.
- Career Development: Ample opportunities for growth and advancement within the company.
- Rewarding Experience: A competitive salary with growth potential, extra benefits