

## Independent Sales Representatives

Each country in Europe

Home based / itinerant

### CONTEXT

The company is a pioneer in the distribution of LNG (Liquid Natural Gas), particularly in the transport sector where LNG is the most likely replacement of diesel for heavy goods vehicles.

The company launched the AXECARD, a refuelling card dedicated to transporters running LNG trucks in 2019. It has proved very popular with long haul transporters who need to refuel in many points during their journeys across various European countries. It is now being increasingly used by regional transporters, who typically run CNG (Compressed Natural Gas) trucks.

The AXECARD is currently accepted for LNG/CNG purchases in a network of 80 stations across Europe and we are poised to expand the network further in 2021 with some key partnerships under negotiations.

The pool of LNG trucks keeps expanding and transporters running LNG trucks seem to have weathered the COVID19 crisis better than their rivals and sales volume have been growing throughout 2020. The company wants to accelerate the recruitment of new customers and for that reason it has opened various Sales Rep positions.

### PRODUCT

The overall network of LNG refuelling stations in Europe although developing is still in its infancy. Not only are stations few and far between, but they are also managed by many operators who have adopted different operating procedures and payment methods. Furthermore, LNG is a cryogenic product and therefore refuelling procedures are more complex than for plain diesel trucks (as an example <https://www.youtube.com/watch?v=azr1WWSsqIQ>).

The consequence is that transporters find it difficult to organise refuelling of their LNG trucks, especially abroad.

The AXECARD (<http://www.axecard.eu>) makes LNG refuelling more convenient by offering

1. One card and one contract to refuel everywhere in Europe
2. Specific training to safely use the stations
3. Multilingual 24/7 remote support for routers and drivers
4. An application with real-time station status update
5. Discounts vs the station's public pump prices

Customer prices are based on a price list communicated in advance and updated regularly to all customers minus a contractual discount negotiated individually based mainly on volume commitments. Customers get an invoice every fortnight and pay by direct debit.

### TARGET CUSTOMER SEGMENT

Small to mid-size hauliers (with 1 to 500 Heavy Goods Vehicles 26 to 44 gross weight) covering long-distance, international routes in Europe. Target customers must also already have ordered at least one LNG or CNG trucks.

### SCOPE OF ACTIVITY

The Sales Reps shall build up their own customers portfolio or most likely exploit a portfolio of relevant customers. The Sales Reps are free to recruit any customers with whom the company is not already in contact. They and will be granted exclusivity to those customers. In a second phase, depending on performance, they might be offered exclusivity on a specific segment (geography and or business segment).

The objective of the Sales Reps is to get customer to sign a supply contract with the company (standard template supplied by the company). They get involved in the negotiation of the conditions but company has final say on each contract conditions.

Once the contract is signed, the company's customer services takes over the operational relationship with customers: issuance of cards, communications, support, invoicing, etc. The Sales Reps are kept informed of the performance of the customer's contract and might from time to time requested to intervene in case of issues (driver behaviour, payments, etc.) that might have a bearing on the volume realised by the customer.

Depending on the capability and availability of the Sales Reps, the company might ask them to perform other related duties (training, market scouting, trade fairs) but they will be negotiated and remunerated with ad-hoc agreements.

### TERMS & CONDITIONS

The Sales Reps shall receive a commission that it is proportional to the volume (in Kg) of LNG / CNG refuelled by each customer. The unit commission is made of a fixed element (€/Kg) which is the same for all customers, and a second variable as function of previously defined targets, such as the contractual discount granted to each customer

The commission is paid monthly.

### PROFILE SOUGHT

We are seeking experienced independent Sales Reps with a proven track record of promoting goods and services to long haul transporters, which they know intimately, in the European countries mentioned above.

We are seeking multi-brand Sales Reps already have an active portfolio of relevant customers, and have the time available to carry an additional product.

Sales Reps must speak either French or English for the relationship with the company and of course the language(s) of the geography they would like to cover.

The company will provide full training about the new fuel (LNG and CNG) and refuelling cards, so no prior specific (LNG/CNG) experience / knowledge is required.