

Role Description & Person Profile

Job title:	Sales Manager
Reports to:	Country Manager
Location:	In the South - HCMC
Direct & Indirect Reports:	N/A
Role Overview	Sales Manager is responsible for generating sales of products and solutions to both existing and new customers within an assigned sales territory. They will plan and make sales calls and select products and programs that motivate customers to buy products/solutions.
Key Responsibilities:	<ul style="list-style-type: none"> • Investigate business opportunities with prospective customers; • Introduce Company products, services and solutions to customers and develop business; • Research and set up the list of prospective customers; Investigate customers' issues and advise on follow up actions; • Build up and maintain relationships with customers through managing and interpreting their requirements; • Analyze target market and competitors; Analyze SWOT matrix of each product; • Prepare and implement sales action plans to achieve sales target for assigned business/territory; • Build action plans for selling Premixes, Feed additives, Starter Feed Concentrates, Feed Ingredients and Proteins. Provide timely feedback to manager on the execution of sales action plans and development areas; • Execute sales activities for business assigned. Analyze and identify business opportunities and raise suggestions/recommendations to utilize these opportunities; • Prepare/review quotations, proposals and contracts to facilitate sales agreements; • Monitor competitors' activities and products. Recommend proper actions to counter competition; • Prepare sales reports and report projected sales forecasts. Highlight unusual increase/decrease in customers' demand; • Other tasks assigned by Line Manager.
Budget Responsibility:	

Person Profile/Knowledge	
Experience, any formal qualifications and necessary keys areas of knowledge or experience.	
Essential	Desirable
University graduate in Business, Agriculture	
Significant sales experience (B2B)	
Good English is an advantage	
Understand the impact of processes and actions on Feed Safety	
Carry out tasks and procedures as trained	
Key Behaviours	<ul style="list-style-type: none"> • A progressive and proven track record of marketing and sales success • Experience of business consulting and project management techniques • Good knowledge and understanding of feed industry/market/customers • Demonstrate strong communication and negotiation skills.
Other Factors Travel, shift pattern, working hours, Licence type etc.	

