

Job Description

Division/Department	Sales & Marketing
Location	China, Shenzhen
Job Title	Sales Manager
Reports to	VP of Sales & Marketing

Level/Grade	Permanent	Type of position: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor	Hours <u>40</u> / week <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
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GENERAL DESCRIPTION

The Sales Manager is responsible for sales in China. Manages the existing customer base, develops new customers and channel partners in the focus segments, while achieving targeted revenue and gross margin objectives. Interfaces directly with customers at all levels in B-to-B and Consumer markets to build and expand the opportunity funnel based on the product and system solution portfolio from Marketing. Provides relevant market, customer and competitor input to the internal organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Responsible for meeting/exceeding personal revenue and gross margin objectives
 - Manages the existing customer and channel partner base, focused on highest pay-off
 - Builds and expands the customer and channel partner base as well as the opportunity funnel to accelerate and sustain growth
 - Applies an effective customer, segment and volume based pricing strategy
- Owns the customer relationship
 - Builds sustainable, multi-functional relationships at all levels
 - Provides training and support as necessary
 - Owns the preparation of and follow-up on customer visits, calls etc., securing on-time deliverables
 - Responsible for order receipt and order processing
 - Responsible for customer after-care
 - Secures maximum customer satisfaction
- Responsible for customer data and market and competitor feedback
 - Owns the relevant customer database, keeping it up-to-date: customer contact information, sales potential, customer funnel, project information, visit reports etc.
 - Provides accurate and structured market and competitor feedback and intelligence to the internal organization
- Responsible for forecasting and business planning
 - Prepares China based sales plan by customer (annual)
 - Provides rolling forecast by customer by product (monthly for next 3 months)

REQUIREMENTS

- BA degree in business administration (BBA), science or engineering

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<ul style="list-style-type: none">• Min. 5-8 years of proven field sales experience in hi-tech environment• Result focused• Proven skills in value-added selling• Ability to work pro-actively, flexibly and efficiently in a fast paced environment• Self-starter/self-propelling• Excellent communication skills• Fluent in Mandarin and English • Sales experience with distributors is preferred• LED or semiconductor experience is preferred• Willingness for up to 60% travel	