# Technical Sales Representative CST Chile & Bolivia

## Tus actividades

Business Development CST to strategically identify opportunities and creating new business distributors and end customers. Coordination of Marketing & Sales of CST in South Andina, especially focusing in Chile Market, identifying new business opportunities in multiple segments of CST such as Material Handling, Port Operations and Earthmoving.

Marketing Intelligence:

Identify target accounts and set target geographical areas

Evaluation positioning market prices (Pricing)

Competitive analysis.

Customer requirements:

Identify opportunities in customer needs.
Analyze and understand the competitive products. Act as a consultant business with key accounts to deliver added value to customers.

Adminitrate an effective pricing strategy and implement individual strategies in key accounts. Continental pricing strategy.

Manage the implementation of strategic marketing.
Sales and operational initiatives to support identified your target customers.
Identify opportunities for new product lines.
Assist in developing product strategy by destination account to ensure that current product lines are renewed or discarded in a normal plan lifecycle of the product.
Assist the regional manager in the development of policies and concepts to achieve sales targets and profit.
Support the marketing department to obtain competitive information to support the development of strategic initiatives and planning events.

Sales calls, face to face meetings with customers.
Plans call followed by reports of visits CRM.
Establish business within profitability targets of BU `s CST.
The coordination of sales and marketing, business development in Colombia, seeking new segments, large accounts, leads, and niche markets for Specialty Tires Continental (Storage, OTR, Agriculture, MPT and others).
Establish actions in coordination with Continental Tire Andina and the BU CST.

Attend monthly Evolution FC with Regional Sales Manager.
Monitor progress of objectives and assist the client in the development

Job ID
**REF100271L**

Ubicación
**Quito**

Nivel de liderazgo
**Autoliderazgo**

Flexibilidad laboral
**Hybrid Job**

Horario de trabajo
**Tiempo completo**

Unidad jurídica
**Continental Tire Andina S.A.**

and implementation of plans for corrective actions when necessary.
Implement management and resolution of all operational and administrative issues that occur with target accounts, such as billing and shipping errors, and other issues related claims.

## Tu perfil

Degree in Sales, Administration or Marketing

Optional: MBA or a degree in marketing or equivalent

Sales experience

Knowledge of Commercial Specialty Tire Business, products and segments: Material Handling, Port Operations or/and Earthmoving (OTR). MANDATORY.

Tires technical knowledge (KPIs), metricts of Tires such as TKPH, TMPH, TCO, etc.

Knowledge Management Strategies Markets and market penetration

Fluent English spoken and written

Knowledge of Marketing and Strategic Planning (Basic to Medium)

Negotiation Skills (Medium to High)

## Lo que ofrecemos

Ready to drive with Continental? Take the first step and fill in the online application.

## Acerca de nosotros

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.