Earthmoving Business Development SAM

Descrição da função

Business Development CST to strategically defend our current business, key accounts and also to identify opportunities and creating new business with special focus in Earthmoving. Foster business environment with current customers and Prospection and opening new distributors, national accounts / end users. Coordination of Sales of CST in South America, especially focusing in Chile Market. Identify new business opportunities of our non-traditional lines as Earthmoving.

*Identify target accounts and set target geographical areas.
Evaluation positioning market prices (Pricing).
Competitive analysis.

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

Identificação da vaga
REF100273S

Local
Jundiaí

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Horário de trabalho
Full Time

Pessoa jurídica
Continental do Brasil Produtos Automotivos Ltda.

Requisitos

TKPH/TMPH/Fleet Consultancy

Good knowledge of the market main players, accounts, key contacts

Advance knowledge of Earthmoving Tires (OTR) and its highly technical conditions

University Degree in Sales / Marketing / Business Administration / Economy/ Automotive or Mechanical Engineer/ Other universities degrees may be applicaple likewise, depending on candidates´general strenghts

Experience in Sales of OTR/Earthmoving Tires

Strong English Required

O que oferecemos

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

Quem somos

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.