# CN_Sales Representative_Beijing

## 工作职责

本职位负责在指定区域内，通过高效的零售网络管理与客户服务，执行公司销售策略，直接推动零售终端销量提升，并维护品牌在市场的良好形象。

主要职责：
1. 零售终端销售与目标达成
负责所辖区域内零售网点（包括品牌形象店及合作店铺）的月度/年度销售目标达成。
主动开发新客户与业务机会，维护现有客户关系，作为公司与零售终端之间的主要沟通桥梁。
严格执行公司的零售商务政策、促销活动与价格体系，确保在零售终端的有效落地。
协调店内销售相关活动，优化客户购买体验，提升终端转化率。

2. 零售网络维护与拓展
负责维护与强化与零售店主的可持续伙伴关系，提升其销售积极性与品牌忠诚度。
协助管理零售网络，支持新网点的开发与现有网点质量的改善，以达成网络发展目标。
收集零售终端反馈，识别销售障碍与业务机会，并及时向上级汇报。

3. 市场执行与信息收集
支持市场部门在零售终端执行品牌活动、产品陈列与市场调研任务。
积极参与新产品在本地零售市场的上市推广活动。
系统性地收集并上报零售端的市场竞争信息，包括竞争对手的产品、价格、促销动态等。

4. 行政与报告
按要求完成日常销售报表、客户拜访记录及市场信息报告。
确保所负责零售客户销售预测数据的准确性。
高效执行上级指派的特定项目与任务。

Ensure the volume and profit achievement in distributor channel. Support the business/network development and maintenance in omnichannel. Manage all sales activities in local market, achieve or succeed volume target by utilizing company strategy/policy/tools, engaging sustainable partnerships.

Sales

- Drive sales target achievement in responsible territory

- Serve as main point of contact within assigned territory and/or customer base, develop or maintain business leads/ initiatives

- Build and manage strong, sustainable relationships with customers and other extended network in assigned territory to

职位号码
**REF100968J**

所在地
北京市

领导力级别
个人贡献者

工作场所灵活度
远程办公

工作时间
全职

法律实体名称
**Continental Tires Co., Ltd.**

promote company's positioning in the market and thus to urge the buying decisions. Managing retailors (conti image shops) monthly buy-in & sell-out target achievement and performance improvement.

▪ Responsible for distributor/ retailor annual/monthly sales planning and promotion execution.

▪ Coordinate and manage cross-functional sales relevant activities

▪ Actively participate in open-communication environment, ensure customer buying experience consistency/drive improvement

FC & Marketing Intelligence

▪ Provide accurate responsible customer FC to support the achievement of overall sales objectives

▪ Gather industry information and dynamics, analyzing and forecasting market trends to support short term to long term sales planning

▪ Be able to develop and execute a comprehensive territory sales plan

▪ Ad hoc reports required by supervisor

Networking

▪ Accelerate customer adoption and engagement in/cross channel.

▪ Responsible for the Continental retailor network developing / managing to achieve the network quantity & quality development target

▪ Solid understand retail commercial policy and be able to deploy to responsible territory

▪ Support to drive the sales target achievement by ensure the performance of other retail shops out of distributor channel

▪ Be able to identify the business opportunity to engage new partnerships in and outsider of our network

Project & Collaboration

▪ Be able to deploy company project in responsible territory and ensure the quality and efficiency dimension is met

▪ Support cross functional project design and implementation

▪ Ensures a tangible project plan is build and maintained in

professional manner

Products

▪ Continental local Claim tire checking with the well trained and professional way cooperate with TCS department colleagues

▪ Join with the Continental local New product launch activity

Marketing

▪ Support Marketing department complete the local survey task & local event.

▪ Collect market information of competitor, smuggler, including pricing, product & etc. via a proper & legal way

## 职位要求

本科及以上学历。
3年以上轮胎、汽车后市场、快速消费品销售经验，有轮胎行业经验者优先。

College degree or equivalent preferably marketing or commercial or Engineering background

3 years working experience on channel & distribution sales with multi-national company is a plus, within Auto industry is a plus

## 我们可以提供

您愿意与我们共同驾驭未来吗？即刻填写在线申请吧！

## 关于我们

大陆集团专业开发前沿性技术与服务，以人和货物运输为着眼点，致力于打造可持续且可联动的交通方式。集团成立于 1871 年，作为一家科技企业，它负责为车辆、机器、交通及运输行业提供安全、高效、智能且经济实惠的解决方案。
轮胎子集团凭借其为汽车、卡车、公共汽车、两轮和特种轮胎领域打造的优质产品组合，已成为创新型轮胎技术解决方案的代名词。集团以轮胎与促进可持续发展为着眼点，相应推出了多款智能型产品和服务。针对专业经销商和车队管理商，轮胎子集团在其他服务的基础上，为之打造了数字轮胎监控和轮胎管理系统，从而在保持车队机动性的同时，亦提高了车队效率。凭借其轮胎业务，大陆集团为实现安全、高效以及环保的交通方式做出了重要贡献。