

Key Account Manager(B2B Sales)

工作职责

Job Summary

Key Account Manager leads the Key Account team while managing strategic customer relationships to drive revenue growth and market share. This role combines leadership and direct customer engagement, ensuring the team delivers exceptional service while personally managing high-value account. This role will work closely with the Market Manager to set objectives and KPIs, ensuring alignment with market strategy and business goals.

Key Responsibilities

Leadership & Team Management

- Lead, coach, and develop the Key Account Specialist team to achieve sales and performance targets.
- Set clear objectives and KPIs in collaboration with the Market Manager.
- Conduct regular performance reviews and provide feedback for continuous improvement.
- Foster a culture of collaboration, accountability, and customer-centricity.
- Drive talent development and succession planning within the Key Account function.

Strategic Customer Management

- Personally manage relationships with top-tier strategic accounts and OEMs.
- Act as the escalation point for critical customer issues and ensure timely resolution.
- Negotiate high-value contracts and pricing agreements with key customers.
- Conduct executive-level business reviews with major accounts.
- Identify growth opportunities within strategic accounts and lead expansion initiatives.

Sales Strategy

- Develop and implement national key account strategies aligned with corporate goals.
- Ensure alignment of account plans with overall market positioning and profitability targets.
- Drive pricing and margin optimization initiatives across all accounts.
- Lead annual and quarterly planning sessions for key accounts.
- Monitor market trends and adjust strategies proactively.



职位号码

REF91246T

所在地

Gangnam District

领导力级别

领导团队

工作场所灵活度

现场办公

法律实体名称

Continental Tire Korea Co., Ltd.

Channel Sales and Development

- Oversee channel development programs and partnerships to expand market reach.
- Support acquisition of new strategic customers and retention of existing ones.
- Collaborate with marketing and product teams on tailored solutions for large clients.
- Ensure compliance with channel agreements and performance standards.
- Drive initiatives to strengthen relationships with distributors and partners.

Sales Volume & Forecast

- Monitor and drive achievement of sales targets across all key accounts.
- Validate and approve sales forecasts for strategic accounts.
- Align inventory planning and supply chain with forecasted demand.
- Implement initiatives to maximize revenue through upselling and cross-selling.
- Provide input for annual budgeting and resource allocation.

Reporting & Information Collection

- Oversee preparation of detailed account performance reports for senior management.
- Ensure accurate CRM data and reporting standards across the team.
- Provide insights on market trends and competitor activities to leadership.
- Monitor regulatory changes and industry developments impacting the tire market.
- Share strategic insights with product development and marketing teams.

Cost Control

- Approve pricing and contract terms to ensure profitability.
- Monitor and control discounts, rebates, and promotional expenses.
- Identify cost-saving opportunities in operations and logistics.
- Ensure adherence to company credit and payment policies.
- Drive efficiency initiatives across the Key Account function.

Others (Ad Hoc & Growth Initiatives)

- Lead strategic projects assigned by the NSM or the Market Manager.
- Drive organizational growth initiatives such as new product launches and market entry strategies.
- Champion digital transformation in sales processes and CRM systems.
- Represent the company at industry events and conferences.
- Support cross-functional projects to improve operational processes and customer experience.

职位要求

- Bachelor's degree in Business, Marketing, Automotive Engineering, or related field (MBA preferred).
- 5+ years of experience in key account management, with at least 2–3 years in a leadership role.
- Strong understanding of the Korean B2B market and tire/automotive industry.
- Proven ability to lead teams and manage strategic customer relationships.
- Excellent communication and negotiation skills in Korean and English.
- Proficiency in CRM systems, Microsoft Office Suite, and ERP platforms (SAP preferred).

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Preferred Skills

- Experience managing relationships with OEMs and large fleet customers.
- Strategic thinking with strong analytical and problem-solving skills.
- Ability to drive change and implement process improvements.

Application form : [Template](#)

콘티넨탈과 함께할 준비가 되셨다면, 온라인 입사지원으로 그 첫 걸음을 시작하세요.

关于我们

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 2021, Continental generated sales of € 33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary. With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.