零售销售代表_北京 Sales Representative_Beijing

Descrição da função

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

Identificação da vaga
REF92071D

Área funcional
Marketing and Sales

Local
Xangai

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Contato
Millie Mi

Pessoa jurídica
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

Requisitos

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。

Bachelor 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

O que oferecemos

您愿意与我们共同驾驭未来吗？即刻填写在线申请吧！

Quem somos

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。