

## JP\_Tire / RE - Key Account Manager

### Descrição da função

#### Mission / Purpose of the Position

Make and execute strategic sales plan of assigned accounts for short, mid and long term which contributed to overall company sales goal. Main responsibilities are (but not limited to): achieving sales volume & increasing share of account, providing short/long term sales forecast, making customer yearly activity plan, developing new accounts etc. Drive retail channel development, improve sell-out performance and strengthen Continental's presence at the retail front.

#### Sales Volume and Profitability

Achieve sales target of assigned accounts which will contribute to and in line with company sales target grow/maximize our business.

Ensure monthly target achievement, promotional plan execution and other sales activities.

Value creation of keeping a balance and sustainable way to grow both volume and profitability.

Key accounts type: Distributors/OEM Car Dealers/E-commerce/Car Accessories Shops/ Tire Retailers.

Drive retail sell-out performance by working closely with customers to improve product availability, retail execution and consumer demand.

#### Sales Strategy & Reporting

Support NSM to make the national sales strategy and ensure implementation.

Generate regional/customer level sales strategy which shall be in line with national sales strategy.

Provide monthly, quarterly and yearly FC data and continuously improve FC accuracy and seasonal curve.

Develop customer-specific retail growth plans including promotional activities, sell-out initiatives, and annual Joint Business Plans.

Monitor retail performance and identify opportunities to improve channel effectiveness and market share.

#### Customer Management

Build up solid relationship and trust with assigned customers with a clear understanding of SWOT, maintain and improve a profitable relationship.

Implement key projects and initiatives to customer level, track progress and collect feedback.

Provide training, customer service by utilizing existing team / company resources.

Conduct regular business preview meeting with customers and execute action plan.

Expand portfolio to address Japanese consumer needs incl, but not limited to regulatory check, supply chain requirements and price negotiation.

Work closely with retail customers to improve in-store visibility, merchandising, product assortment, and overall retail execution.



Identificação da vaga  
**REF98342S**

Local  
**Tokyo**

Nível de liderança  
**Leading People**

Modalidade de trabalho  
**Onsite Job**

Horário de trabalho  
**Full Time**

Pessoa jurídica  
**Continental Tire Japan Co. Ltd.**

Collaborate with customers to plan and execute retail campaigns and consumer activation programs.

### **Business Development**

Identify, negotiate and establish new customers fit for company's requirement and strategic plan.

Provide channel, regional and customer insights to internal team (marketing, logistics, product).

Identify opportunities to expand retail channel coverage and strengthen Continental's brand presence in the market.

### **People and project management (long term)**

Team developing - steering and coaching junior SR performance weekly.

Identify team development needs.

Lead or projects assigned by National Sales Manager.

Lead retail-related projects in collaboration with cross-functional teams to improve retail execution and customer engagement.

### **Requisitos**

Bachelor education degree in business or engineer, MBA is a plus

10+ years sales experience in top tier international company

Automotive/ Tire sales experience is a plus

Demonstrate strong analytical and presentation skills

Project management knowledge and International company working experience

Interact with senior level of customers

Manage local sales team with individual SR development and motivation HR knowledge

Team working spirit with performance driven leadership style

International communication and cultural understanding

Native Japanese level or with N1 Japanese level + living in Japan > 5 years

English fluent at business communication level

### **O que oferecemos**

CV (Rirekisho) in Japanese and Work History in Japanese/English are required.

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 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.