

TH Sales Specialist (PLT&CST)

Your tasks

- Build up a reliable and long-term sales network for Continental Passenger-Light-Truck Tires (PLT) and Specialty Tires (CST) such as Mining, Material Handling, Port Operation in Thailand.
- Base sales network on strong and positive relationships with distributors and retailers.
- Continuous evaluation of existing and potential new dealers & distributors in order to guide and to strengthen the sales network.
- Take actions to achieve monthly sales targets of individual business plans. Detect business opportunities for dealers and distributors.
- Be in permanent information exchange with marketing department's pricing function regarding optimization of price lists.
- Support performance monitoring for products in the market.
- Monitor competitors' performance and point out relevant benchmark products.
- Cooperation with Technical Customer Service in order to adjust customer claims and improve product performance.
- Take actions to plan a forecast (at least three months) with a distributor.
- Monitor and report the performance of distributors and shops versus the agreed targets within the business plan.
- Issue early warnings in case of low target achievement, or other unforeseen changes.

Your profile

- Bachelor's degree in Sales/ Account Management
- Understanding of Thailand Passenger Light Truck Replacement (PLT RE) market
- Understanding of Thailand Specialty Tire market will be a plus
- Understanding of Competitive environment of PLT RE
- Experiences in Forecast and budget planning process
- Experiences in Sales, Supply Chain Management, Product Release Procedures, or related fields
- Knowledge of Government requirements (e.g. CCC) process
- Able to travel across locations

Our offer

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

About us

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €19.7 billion in 2025 and currently employs around 78,000 people in 54 countries and



Job ID

REF98664I

Field of work

Key Account Management

Location

Huay Khwang

Leadership level

Leading Self

Job flexibility

Onsite Job

Legal Entity

Continental Tyres Co., Ltd.

markets.

Tire solutions from the Tires group sector make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal year 2025, the Tires group sector generated sales of 13.8 billion euros. Continental's tire division employs more than 55,000 people worldwide and has 19 production and 16 development sites.