

TH Sales Specialist

Your tasks

Account Management & Business Development

- Manage accounts through regular engagement and follow-up to achieve sales targets based on forecasts and budgets
- Develop new customers and strategic groups to ensure total channel volume achievement
- Ensure timely customer account receivables and maintain internal communication
- React to market competition and fulfill customer needs while managing compliance and legal requirements

Market Strategy & Reporting

- Analyze and report on market conditions, including volume, customer segmentation, service needs, product demand, competition, and pricing
- Execute business strategy including market share, sales volume planning, and product roadmap
- Provide regular monthly and milestone reporting on customer forecasts, product mix, sales policies, and market updates
- Provide market feedback and competitive intelligence to support company decision-making

Customer Support & Training

- Define customer needs and collaborate with functional teams to provide tailored solutions and services
- Deliver training to retail networks on operations, procedures, sales skills, and customer service through various formats
- Provide on-site coaching to ensure accurate implementation of Continental policies and system proficiency
- Support networks in achieving annual sales targets and improving store profitability

Quality & Compliance

- Ensure service delivery meets quality standards, agreed timelines, and cost requirements
- Monitor availability and follow up on lost sales opportunities
- Collect feedback from retail networks and refine processes to ensure practical implementation

Your profile

Required Qualifications:

- Bachelor's degree in Business, Sales, Marketing, or related field



Job ID

REF98667A

Field of work

Key Account Management

Location

Huay Khwang

Leadership level

Leading Self

Job flexibility

Onsite Job

Legal Entity

Continental Tyres Co., Ltd.

- Minimum 5 years of professional experience in the tire industry or related automotive sector
- Demonstrated proficiency in English with excellent verbal and written communication skills
- Proven experience in customer account management and relationship development
- Strong business acumen with excellent presentation and negotiation skills
- Experience delivering training programs to retail networks and external stakeholders
- Advanced experience managing relationships with external customers and channel partners

Preferred Qualifications:

- Experience in a technical or product-focused function within the automotive or tire industry
- Demonstrated experience working in multinational organizations or managing international business operations
- Proficiency in market analysis and competitive intelligence reporting
- Experience with sales forecasting and budget management

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 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.