

Retail Sales Manager

Your tasks

- Develop and execute commercial strategies to achieve sales, profitability, and market share objectives across assigned channels, including PLT, TT, HVT, Continental, CMC, and other strategic accounts.
- Lead the sales planning and forecasting process, consolidating market intelligence, customer insights, and commercial opportunities, while representing customer requirements in cross-functional demand and supply planning meetings.
- Define and implement a long-term channel development strategy, including a 5-year business roadmap with clear milestones, resource requirements, growth targets, and performance indicators.
- Manage, coach, and develop the sales team, ensuring the appropriate skills, capabilities, and engagement levels are in place to achieve business objectives. Utilize Salesforce and other commercial tools to drive performance management, pipeline visibility, and execution discipline.
- Partner with the Marketing team to design and execute customer-specific and channel-wide initiatives, including promotions, loyalty programs, inventory reduction campaigns, sell-in and sell-out activities, customer events, and market activation plans.
- Drive data-based decision-making by leveraging BI insights and market intelligence to improve pricing strategies, sales performance, customer profitability, inventory management, share of market (SOM), share of business (SOB), and workshop service growth.
- Oversee channel marketing investments and accrual management, ensuring effective allocation of resources and return on investment.
- Monitor and control the area budget, including travel and operational expenses, maintaining spending within approved targets and established guidelines.
- Expand market coverage through the identification, acquisition, and development of new customers, points of sale, service workshops, fleets, and strategic partners.
- Conduct regular field visits to customers, service workshops, points of sale, and distributors to evaluate commercial execution, review KPIs, identify business opportunities, assess competitive activity, and ensure alignment with company standards.
- Lead the implementation and follow-up of national, regional, and customer-specific sales and marketing campaigns, ensuring effective



Job ID
REF99055A

Field of work
Marketing and Sales

Location
Santiago de Querétaro

Leadership level
Leading People

Job flexibility
Hybrid Job

Working time
Full Time

Legal Entity
Continental Tire de México, S. de R.L. de C.V.

execution and measurable business impact.

- Prepare and deliver executive-level business reviews, performance reports, and strategic presentations for senior management, customers, and external stakeholders.
- Collaborate with Operations, Supply Chain, and Logistics teams to resolve service issues, improve customer experience, and ensure efficient order fulfillment.
- Support Finance in accounts receivable management, credit negotiations, portfolio recovery, and the achievement of financial KPIs while maintaining strong customer relationships.
- Lead or participate in strategic cross-functional projects that contribute to business growth, operational excellence, and customer development.

Your profile

- Bachelors Degree completed.
- At least 3 years Experience working in sales (focus in retail business)
- At least 3years Experience leading project teams, direct leadership of people
- Previous experience in Retail will be a strong plus.
- Advanced level of english is required. (Interviews will be in english)
- Customer Centricity
- Functional Knowledge
- Presentation skills
- Analytical and problem solving skills
- Business Knowledge
- Market Knowledge
- Negotiation
- Sales Management
- Technical Product Knowledge
- Training and Development process (External customers)

Our offer

Continental we are committed to building an inclusive and discrimination-free ecosystem in Mexico, these principles are rooted in our corporate philosophy and culture. Therefore, it is totally forbidden to request a pregnancy or HIV test as part of our selection processes.

#LI-AT1At

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

About us

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

2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.