



Interflour Group

Job Description



Job Description

JOB TITLE	
Sales Executive (Institutional Account & Modern Trade)	
DEPARTMENT / UNIT / COUNTRY	
Sales & Marketing/IFV/Vietnam	
REPORTING TO	
GM/Manager	
Role	
The purpose of this role is for product marketing directly to end-users; looking new customers and execute sales strategies directed by superior to achieve the budgeted sales and market share objectives.	
MINIMUM REQUIREMENTS	
Education / Experience	<ul style="list-style-type: none"> • University degree or College, major in Food Technology, Business of Administration • Two (2) year working experience, sales experience is preferable
Specific Skills (Knowledge, skills and abilities)	<p>Functional skills:</p> <ul style="list-style-type: none"> • Selling skills (negotiation, sales relationship, customer understanding mindset, entrepreneur mindset) • English proficiency: Speaking & Writing skills • Good computer skills (Word, Excel, PowerPoint) • Strong communication & problem solving skills • Flour Application knowledge (all bread, noodle, Cake...) is an advance

AREAS OF RESPONSIBILITY (AOR)
Header
Definition
IN ORDER TO, what results
Achieve targets of volume & coverage and Debt

- Do the monthly sales forecast for IA & Modern Trade
- Make the sales planned base on each customers
- Customer visiting plan, advice the products applications, end-products costing analyzing, goods delivery schedule as well as execute sales volume actions directed by superior and good coverage within assigned territory
- Follow up the customer payment
- Reminding customer who are pending the dept payment

Develop & maintain relationship with customer

- Work closely with customers to align monthly/daily sales plan & order delivery schedule to customers
- Monitor customer's performance to ensure that customers are given good customer service
- Maintain and develop good partnership with all customers to ensure company successfully build good image in the market
- Support end users in products applications and trouble shooting

Seek new customers

- Base on customer database or other source, seeking new customers
- Plan for introduce & convince customers to use IFV's products.
- Send sample testing and support in sample testing.
- Follow up the sample testing result and customer feedbacks.
- Negotiation on price, delivery term, products, promotions...
- Coordinating in sign the contract.
- Make the new customer report.

Coordinate with relevant internal team

- Effectively communicate with relevant internal team (Production, QC, Logistics, Sales Admin,...) in order to assure optional customer service

Keep track competitor's activities & market feedbacks

- Keep track competitor's activities & market feedbacks on IFV's products to contribute to business decision –making
- Initiate in market issues

Implement of report submission

- To be responsible for timely & accurately submitting call card & daily report and recommending changes as necessary to ensure targets are achieved
- Do and submit all sales report including daily report, weekly report and initiate in customer complain

Others assignments from superiors

- Technical support in Sales DEMO
- Support in sales events (Food and Hotel exhibitions...)
- Sales Promotions activities
- Others admin: check all documentation, contracts, quotation, Follow up sales order, dept., goods delivery...)