

# Sales Manager

## 销售经理

**Location:** Shenzhen

**Sector:** Manufacturing; Toys & Games

**Starting date:** ASAP

**Report to:** General Manager

**Job Reference:** CDS-2024-037

### ABOUT THE COMPANY

Based in the bustling city of Shenzhen, our client is a leading producer of cutting-edge educational toys in China. They offer comprehensive support throughout the product's lifecycle, from development to shipping, covering a wide range of products including toys (plastic/silicone/wooden), jigsaw puzzles, puzzles, figurines, board games, and more.

### MISSION

The Sales Manager is responsible for leading and managing the sales team to achieve revenue targets, enhance the company's market presence, and acquire new customers. This role involves developing and executing sales strategies, building, and nurturing client relationships, ensuring the team meets and exceeds sales goals, and actively pursuing new business opportunities. The Sales Manager reports to the General Manager and plays a pivotal role in driving revenue growth, market expansion, and customer.

### RESPONSIBILITIES

#### Team Leadership

- Supervise and lead the sales team, providing direction and support to achieve sales objectives.
- Allocate customers and prospects to team members, ensuring fair distribution and maximizing efficiency in client management.
- Conduct regular team meetings, promote active participation, and guide the team toward success.
- Recruit, train, and develop employees to enhance their skills and capabilities.
- Conduct regular performance evaluations and provide feedback to foster a high-performance culture.

#### Sales Strategy & Execution

- Develop and implement effective sales strategies to drive revenue growth.
- Identify market opportunities, set sales targets, and monitor progress.
- Collaborate with marketing and other departments to create sales campaigns and promotional activities.

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- Manage and optimize the sales process to improve efficiency and results.

### Prospecting and Lead Generation

- Develop and implement strategies to acquire new customers, expanding the company's customer base.
- Actively identify and target potential customers through various methods, including cold calling, networking, and market research.
- Prepare monthly reports on business development activities, including lead generation, prospecting efforts, and conversion rates.
- Participate in industry events, conferences, and networking opportunities to enhance the company's visibility and generate leads.

### Client Relationship Management

- Build and maintain strong client relationships to understand their needs and preferences.
- Negotiate contracts, agreements, and pricing terms to secure new business and retain existing clients.
- Address client inquiries and concerns promptly and professionally.

### Sales Reporting & Analysis

- Prepare regular reports on sales performance, identifying key metrics and KPIs.
- Analyze sales data to make informed decisions, propose improvement strategies, and adjust tactics as needed.
- Share insights and reports with relevant teams to facilitate data-driven decision-making and cross-team collaboration.
- Stay informed about industry trends, customer behavior, and competitors.
- Use market insights to adapt sales strategies and gain a competitive edge.

### Cross-Department Collaboration

- Foster a culture of collaboration and teamwork within the sales department and across other departments.
- Collaborate with other departments to ensure alignment and synergy in achieving company goals.

### Budget Management

- Develop and manage the sales department's budget to meet financial objectives.
- Monitor expenses, track variances, and make recommendations for cost-saving initiatives.

### Team Motivation and Development

- Create a motivational and collaborative work environment to inspire the sales team.
- Support the professional growth and development of team members.

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## REQUIREMENTS

- Support the professional growth and development of team members.
- Strong communication skills for team coordination, client interactions, and cross-team collaboration.
- Problem-solving abilities to address sales challenges, optimize processes, and foster collaboration.
- Proficiency in data analysis and data-driven decision-making.
- Experience in overseeing sales-related projects and initiatives.
- Proficiency in identifying and targeting potential customers through various methods.
- Strategic thinking and the ability to develop and execute sales strategies.
- Client relationship management and negotiation skills.
- Adaptability, time management, and continuous improvement mindset.
- Emphasis on robust reporting and data sharing across teams.
- Language proficiency in English and Mandarin is required.

## APPLICATION

Please send your resume and your motivation letter to:

[sc-recruitment@ccifc.org](mailto:sc-recruitment@ccifc.org)

**Mail subject:** Your name | Job title - location [Job reference]

Ex. Your name | Sales Manager 销售经理 - Shenzhen [CDS-2024-037]

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