

Regional and KA sales manager - North China

Location: Beijing

Sector: Food & Beverage

Starting date: ASAP

Report to: National sales manager

Job Reference: CDS-2024-007

Candidature preference: Local profile

ABOUT THE COMPANY

Our client is the leading importer and distributor of high quality bakery and pastry products across Mainland China, Hong Kong, Macau and Taiwan. Our client has been supporting chefs and F&B professionals in greater China since 2008 to find the best bakery products. They started with bread and croissants, and now provide more than 12 product categories, from tarts to bread sheets, muffins and donuts to catering cakes, including a growing range of gluten free alternatives. With 11 offices, +220 products and more than 3,000 clients across Greater China, they work hands in hands with the most demanding Chefs to deliver smart bakery solutions to their customers.

MISSION

Now, the company is looking to recruit a regional and KA sales manager to develop and emulate the business in Northern China, while reporting to the national sales manager.

RESPONSIBILITIES

- 1- Hire, train, coach the North China Sales team (4 direct reporting sales manager/supervisor/executive/pastry Chef)
- 2- Increasing your active customers basis and developing penetration within the existing accounts handled by your team (5* hotels properties and chain corporate offices, Coffee/pastry-shop chains, VIP Clubs, Exhibition centers, Corporate/Event/Airlines catering, individual restaurants and fast casual/casual-dining to QSR chains, OEM factories and offline/online retailers, etc.)
- 3- Bringing in new key-accounts and develop within your team new skills and relationships so the company could become a major player in supplies to all Western social-dining and bakery/coffee shops chains concepts.
- 4- Developing and maintaining proficient relationships with current key-accounts.
- 5- Tactically optimize your distribution network within your sales territory, recruiting sub-distributors in order to increase faster your coverage targeting new places or channels.

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- 6- You also might suggest and be put in charge to open new sales office in the most attractive cities of your territory.
- 7- Monitor your team's weekly activities and report about it.
- 8- Insist on field work, "cold-visits" and paying attention to the environment (searching in advance the new developing commercial areas in order to maximize the acquiring of new sales leads.
- 9- Multiply the occurrence of product-tastings with actual clients and new leads, emphasizing on the presentation excellence (promoting premium food products implies to use the same codes as for the luxury industries).
- 10- Use all support our suppliers can provide, like technical tools or existing local team efforts/time/abilities/network in order to maximize new sales opportunities and increase the confidence of our exclusive suppliers.
- 11- Co-organize with MKG dept promotional and networking events in your area (F&Breakfast on a quarterly basis; in-store customer support workshops, Hotel-chains cluster seminars, F&B community events, festivals, etc.).
- 12- Provide weekly reporting to National sales manager about your activities and team performance.
- 13- Provide monthly solid sales forecast in order to improve inventory management and maximize sales opportunities.
- 14- Develop New Concepts and Ideas that can create more awareness of the company and the brands we represent.
- 15- Implementing and following sales strategy (price policy, timely promotions, portfolio activation, etc.).
- 16- Gathering market intelligence: competitors (brands and importers/distributors) and customers' information.
- 17- Support other regional sales managers or departments for special projects when needed such as participation on tradeshows like Bakery China.
- 18- Coordinate, communicate wisely and behave on good faith with all other departments of the company (OP/HR/Finance/MKG/other branches), and especially along with suppliers' counterparts.
- 19- Travel frequently over your sales territory to be in reasonably close proximity of your sub-distributors and key-accounts.

APPLICATION

Please send your resume and your motivation letter to:

sc-recruitment@ccifc.org

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

Ex. Your name | Regional and KA sales manager - North China - Beijing [CDS-2024-007]

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