



Dealer Sales Manager Power and Garden Tools (Traditional Trade)



Einhell Group



Phra Pradaeng, Samut Prakan

Highlights for you:

- ✓ International Company, World Leading Brand, Power, and Garden tools
- ✓ 12 years experiences in Dealer Sales, Traditional Trade, Excellent English
- ✓ Top Package, Allowances, Performance Bonus, Medical Insurance

That is why you should apply!

We are now looking for an experienced and professional Dealer Sales Manager with a record of overachievement in dealer channel (traditional trade). He/ She will be responsible for developing and executing sales strategies nationwide to drive revenue and market share growth in the Dealer channel. This role requires a dynamic and results-oriented individual who can build strong relationships with key customers and distributors while effectively managing a team of sales professionals including the PC (Product Consultant) team.

Main functions of the position:

- Develop and implement a comprehensive sales strategy for Dealer channel in Thailand, aligning with overall company objectives
- Conduct market research to identify opportunities, customer needs, and trends in the dealer segment. Use data-driven insights to inform decision-making
- Build and maintain strong relationships with key traditional trade customers, including retailers, wholesalers, and distributors. Identify and engage with new potential customers
- Lead and mentor a team of Dealer sales representatives, setting clear goals and objectives, providing coaching, and ensuring high performance levels
- Drive sales growth by setting and achieving revenue targets, implementing effective pricing strategies, and expanding market share

Other Duties of the position:

- Stay up to date with the company's product offerings and educate the team and customers about the benefits and features
- Collaborate with marketing teams to develop and execute promotional campaigns, trade marketing activities, and incentives for Dealer partners
- Ensure optimal product availability and manage inventory levels effectively in coordination with supply chain teams
- Prepare regular sales reports, forecasts, and market analysis to provide insights to top management

You should bring these key skills:

- Bachelor's degree in business, Sales, Marketing, or a related field. MBA or relevant advanced degree is a plus
- At least 12 years experiences in sales preferably in Dealer sales management
- Proven success record in managing Dealer sales, preferably in Construction Materials sector
- Strong leadership and team management skills
- Excellent communication, negotiation, and interpersonal skills

This would be favorable:

- Analytical mindset with the ability to use data to drive decision-making
- Proficient in Microsoft Office Suite and CRM software
Fluent in both Thai and English (written and spoken)

Grab your opportunity and apply now on this page with your CV, or call our Head of Recruitment for more information, Ms. Fah, **Tel. 02-737-6420 Ext.115**

Company Overview

SURAZINSANO is part of the EINHELL Group, the leading brand for cordless tools for workshop and garden in Germany. With more than 250 items, the “Power X-Change” platform is the most competent platform on the market and offers cordless freedom for professionals and do-it-yourselfers in more than 90 countries. By simply exchanging batteries between devices, the rechargeable “Power X-Change” battery operates all items - from drilling machines to chainsaws.

Now, finally in 2023, this world known EINHELL technology is arriving in Thailand! While focusing on welding machines, high-pressure cleaners, compressors and water pumps in the Zinsano range, EINHELL will upgrade the portfolio with Power X-Change products by covering the battery-operated assortment in both power and garden tools.

Using the experience of SURAZINSANO, the EINHELL Group is aiming to capture a leading role in the important Thai home & garden improvement market. With the global brand EINHELL, SURAZINSANO now has the full experience of over 2000 EINHELL team members in not less than 90 countries at his fingertips to build a Thai team of outstanding marketing, e-commerce, and sales experts. They will work closely with the HQ in Germany to build and implement a market strategy that will help the EINHELL group to reach their goal of 2 billion Euro turnover.