



## Field Sales Manager Power and Garden Tools (Modern Trade)



Einhell Group



Phra Pradaeng, Samut Prakan

### Highlights for you:

- ✓ Good English, International Company, World Leading Brand, Power, and Garden Tools
- ✓ At least 10 years' experience in Modern Trade, Field Sales Manager, PC execution
- ✓ Good Package, Allowances, Performance Bonus, Medical Insurance

### That is why you should apply!

We are now looking for an experienced and professional Field Sales Manager with a record of overachievement in Modern Trade channel. He/ She will be responsible for driving and controlling in-store sales execution and in-store selling across all Modern Trade customers (ie. HomePro, Thaiwatsadu, DoHome, Global House) in Thailand to drive revenue and market share growth in Modern trade outlets. This role requires a dynamic, disciplined and results-oriented person, as well as strong leadership skills in managing a large team.

### **Main functions of the position:**

- Develop and implement a comprehensive Field Sales Execution strategy & plan including controlling method for Modern Trade channel in Thailand in which align with overall company objectives
- Conduct in-store market reports to identify opportunities basis from pricing, new product, promotion update, secondary display, customer needs, issue, and trends
- Build strong relationship with key leaders in major Modern Trade store in order to grab opportunity in those stores to drive more sales, and help support team to fix issue in an effective way
- Lead and control a large team of PC (Product Consultants) including Area Field Sales Leader across all Modern Trade customer in order to ensure all execution is done in an effective way, which resulting into sales achievement
- Drive in-store sales & market share growth by co-working with Key Account Managers to implementing in-store displays, product selling, pricing competitiveness, assortment execution, and planogram/schematic control thru PC and Area field sales team

### **Other Duties of the position:**

- Stay up-to-date with the company's product offerings and educate PC team on how to sell on competitive advantages on our products
- Collaborate with Key Account Managers and marketing teams to execute promotional campaigns, trade marketing activities, and in-store brand visibility
- Ensure to well manage in-store stock especially actively prevent and monitor slow-move stock in order to reduce return
- Setup, prepare, and monitor regular in-store sales execution reports, in order to provide to marketing and sales management teams for market analysis for high quality decision making in the future competition

### **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 10 years' experiences in sales, field sales, including PC execution considerably only from Modern Trade channel experience ie. HomePro, Thaiwatsadu, DoHome, Global House
- Proven success record in driving in-store execution and manage large execution team
- 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
- Good at 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.