

## **Sales Director**

Location: Shanghai suburban area

### **Responsibilities:**

- Drive sales and ensure order intake lives up to budget expectation, under here ensure accurate sales forecast and follow up;
- Develop the overall strategy for the China market based on market SWOT analyses. (Market, customers and competitors). This in alignment with Regional Manager Asia;
- Define and further develop sales strategies and quantitative targets for China and the local territories; manage sales managers;
- Develop the sales force, measure team and individual performance and ensure new recruitments and implementation of organizational changes where required;
- Set direction and drive the sales force in order to achieve budget;
- Coach the team and expand direct sales;
- Set guidelines and participate in negotiation of larger contracts in the country;
- Develop contacts with current customers and prospects, in order to grow the business (target is to duplicate /triplicate local sales);
- Provide inputs and requirements to product improvements and new products offerings relevant to maintain and strengthen the position in the territory;

### **Requirements:**

- Minimum of 10 years of experience in technical sales of capital equipment / projects to relevant target industries, animal- and aqua feed-producers, food processing, pet food producers, oilseed processing companies is preferred, sugar mills / ethanol producers. Solid biomass based biofuels and waste / recycling industries;
- Proven track record in increasing sales and live op to budgets;
- Experience in market / customer and competitors mapping and development / implementation of strategies. Track record and proven background in business development and sales;
- Experience in coaching and managing an international sales force, and expanding market coverage by both organic growth and establishment of sales branches;

- Experience in negotiations with strategic customers;
- Track record and proven background in business development and sales;
- Networking both internally as well as with external stakeholders in the relevant industries;
- Technical experience and skills (product designs, process- and plant design solutions).

Customer service orientation Qualified candidates are welcomed to send their English resume, cover letter and photo plus intention of remuneration to

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