

## Sales Director

### 销售总监

**Location:** Beijing, China

**Starting date:** ASAP

**Profile:** Local

### MISSIONS

#### 工作介绍

1. Responsible for managing the company's sales operations, developing and executing sales strategies under the leadership of the General Manager and Sales Director of HQ.

全面负责公司销售运营管理，在总经理及总部销售总监领导下制定并执行销售战略。

2. Oversee both online platforms (e-commerce, proprietary platforms, etc.) and offline channels (distributors, direct sales teams, etc.), while collaborating with France HQ to implement global business standards and achieve performance targets.

统筹管理线上平台（电商、自有平台等）与线下渠道（经销商、直销团队等），协同法国总部落实全球业务标准并达成业绩目标。

### KEY RESPONSIBILITIES

#### 核心职责

1. Sales Strategy & Target Management 销售战略与目标管理

- Develop annual/quarterly sales plans for GM approval. Decompose online/offline performance targets, monitor progress, and adjust strategies dynamically.

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制定年度/季度销售计划，拆解线上线下业绩指标，监控进度并动态调整策略。

- Analyze market trends and competitor activities, providing strategic sales recommendations to local management and HQ.

分析市场趋势及竞品动态，向本地管理层及总部提供战略性销售建议。

## 2. Online & Offline Channel Management 线上线下渠道管理

- Online: Lead optimization of e-commerce platforms (Tmall/JD/, etc.) and DTC websites to improve conversion rates and ROI.

线上：主导电商平台（天猫/京东等）及 DTC 官网优化，提升转化率与投资回报率。

- Offline: Expand and maintain distributor/agent networks and direct sales teams, establishing channel policies to ensure market coverage and sell-through efficiency.

线下：拓展维护经销商/代理商网络及直销团队，制定渠道政策确保市场覆盖率与销售效率。

## 3. Team Leadership & Collaboration 团队管理与跨部门协作

- Manage sales teams (regional managers, e-commerce specialists, channel executives, etc.), implementing performance evaluation systems to enhance effectiveness.

管理销售团队（大区经理、电商专员、渠道主管等），实施绩效考核体系以提升效能。

- Collaborate with marketing, product, and finance teams to drive new product launches, promotions, and inventory optimization.

协同市场、产品及财务团队推动新品上市、促销活动及库存优化。

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#### 4. Cross-Regional Reporting & Communication 跨区域汇报与沟通

- Submit bilingual (CN/EN) performance reports regularly to both GM and France HQ Sales Director, ensuring global-local strategy alignment.  
定期向总经理及法国总部销售总监提交中英双语业绩报告，确保全球与本地战略一致。
- Facilitate communication between HQ and local teams for policy, system, and process implementation.  
协调总部与本地团队间的政策、系统及流程实施沟通。

#### 5. Key Account & Data Management 大客户与数据管理

- Maintain KA relationships, leading negotiations and contract finalization for major clients.  
维护大客户关系，主导重点客户谈判及合同签订。
- Monitor sales data via CRM systems to generate actionable insights.  
通过 CRM 系统监控销售数据并生成可执行洞察。

### QUALIFICATIONS

#### 任职要求

- **Experience:** 10+ years in sales management, including 3+ years in a similar leadership role with proven success in both online (e-commerce/DTC) and offline (distributor/retail) channels.  
**经验:** 10 年以上销售管理经验，其中 3 年同岗位管理经验，须有线上线下（电商/DTC 及经销商/零售）渠道成功案例。
- **Industry Preference:** Luxury goods or B2B sector experience preferred.  
**行业偏好:** 具奢侈品或 B2B 领域经验者优先。

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- **Language:** Fluent English (must independently conduct negotiations, reporting, and multinational meetings).

**语言:** 英语流利 (需独立完成谈判、报告及跨国会议)。

### **-Core Competencies 核心能力**

Strong analytical and business acumen;

卓越的商业分析与判断力;

End-to-end strategic execution capability;

端到端战略执行能力;

Cross-cultural communication and matrix collaboration skills.

跨文化沟通与矩阵协作能力。

### **APPLICATION**

#### **申请方式**

Please send your English and Chinese CV to  
请发送中英文简历至

[bj-hr@ccifc.org](mailto:bj-hr@ccifc.org)

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