

## Sales Director 销售总监

**Location:** Shanghai, Kunshan 上海、昆山

### Company

Our client is an innovative and reliable partner for Shop Fitting Solutions, a world leader in the POS market and expert in Luxury Shop Fitting. Our client designs and builds Furniture, shop counters, high-end boutiques, stores, flagship stores, interiors of department stores. Thanks to their quality and service, over 30 luxury brands trust them and their sales are expanding worldwide.

我们的客户是店铺装修解决方案的创新和可靠合作伙伴，是 POS 市场的全球领导者，并且是奢侈品店铺装修的专家。公司专注于设计和制造家具、商店柜台、高端精品店、商店、旗舰店、百货公司内部装修。得益于质量和服务，赢得超过 30 个奢侈品牌信任，销售正在全球范围内扩张。

### Job Summary

Create sales and profits for the company by seeking new business, identifying new sales potential among existing customers, and managing sales and customer management teams.

通过寻找新业务、在现有客户中寻找新的销售潜力以及管理销售和客户服务团队来为公司创造销售和利润。

### Job Responsibilities

- Be contagiously proactive in maximizing business opportunities, market share, account growth & margin protection  
积极主动地扩大商业机会、市场份额、客户增长，确保销售利润；
- Ensure profound awareness of current products, services, competitors and market trends  
当前产品、服务、竞争对手和市场趋势有全面深刻的了解；
- Manage team of Sales/BD Managers and Key Account Managers  
全面管理市场销售团队，包含业务开发经理、大客户经理；
- Responsible for hunting new customers with the Sales/BD team and promote company's products and services to potential and current customers  
负责与业务发展团队共同开发新客户，并向潜在和现有客户推广公司的产品和服务；
- Develop and execute sales strategy with the Sales/BD team, provide insights and analyses to steer the sales efforts of the company for greater success, prioritize target customers to maximize sales and profit, actively manage pipeline of prospects  
与业务开发和客户服务团队共同制定和执行销售策略，并提供见解和分析，以指导公司的销售工作，从销售和利润最大化的角度，确定客户的优先级，积极管理潜在的客户开发渠道
- Develop proposition and offering promotional material, ensure sales hunters develop relevant sales and skills  
制定产品和服务的宣传材料，确保销售人员提升相关的销售技能；
- Monitor and ensure sales hunters achieve sales targets, and Key Account Managers meet forecast sales volume  
监督业务开发人员实现预期的销售目标，确保大客户经理达到预测的业务目标；
- Advise on product development and sales support capability strategy, develop go-to-market strategy for new products, ensure constant flow of market feedback

就产品开发和销售支持能力战略提供建议，制定新产品的上市战略，确保市场反馈的持续流动；

- **Adopt an insight and solution-based sales approach to expand customer demand and avoid commercialization**  
不以低售价为标准达成业务合作，对客户品牌和产品进行深刻了解，提供优质解决方案，扩展客户需求；
- **Support Sales/BD/Account Management in improving customer relationships for continued success in sales volume**  
支持客户开发、客户管理建立和改善客户关系，以实现销售额的持续增长；
- **Continuously provide sales training and guidance to the Sales Managers and the Key Account Managers, and also in the area of client satisfaction**  
持续为销售经理和大客户经理提供销售技巧，以及如何提升客户满意度方面的培训和指导；
- **Provide regular and timely sales evaluations, reports, market insights, and customer information to management**  
定期及时向管理层提供销售评估、报告、市场洞察和客户信息
- **Complete other tasks assigned by the leader**  
完成领导交办的其他任务。

#### **Requirements:**

- **Bachelor's degree or above.**  
本科及以上学历
- **Marketing and Business Management-related Majors.**  
营销、企业管理类相关专业
- **Over 10 years of sales experience in the luxury retail industry or related fields, with at least 5 years in a managerial position at the sales department level or above.**  
10年以上奢侈品零售行业或相关领域的销售工作经验，其中至少5年以上销售部门经理及以上级别任职经历
- **Familiar with basic marketing and management knowledge, as well as fundamental financial budgeting and forecasting management.**  
熟悉市场营销基础与管理知识、财务预决算管理基本知识
- **Proficient in modern marketing management knowledge and skills, with the ability to manage and motivate teams effectively.**  
精通现代营销管理知识与技能，善于管理与激励团队
- **Possesses keen market analysis and judgment skills, along with excellent market development and business negotiation abilities.**  
具有敏锐的市场分析与判断能力，优秀的市场开拓能力与商务谈判能力
- **Demonstrates strong verbal communication and interpersonal skills, excelling in motivating team members.**  
具备良好的语言表达能力与人际沟通能力，擅长激励团队成员
- **Fluent in English.**  
英语流利

**Please send your resume to: [sh-recruitment@ccifc.org](mailto:sh-recruitment@ccifc.org)**