

Job description



Job title: *Key Account Manager*

Department: *Processing*

SUMMARY

Strategic business role that focuses on developing sales strategies for assigned portfolio and supporting the closure of new business opportunities in Greater China. A key focus of this position will initially be in building the dynamic market of China given the expansion of beauty-care expenditure and establishment of regional task force across key industries.


This role interfaces with key influencers (e.g. technical supports, project management, outsourcing management) and Business Unit to secure customer satisfaction and win targeted projects.

BASIC FUNCTIONS

- Drive the sales strategy for Tetra Pak in Greater China for specific accounts
- Identify business opportunities from specific accounts based upon customer profile, collect and analyze market intelligence information
- Qualify opportunities to ensure they are viable
- Develop strategies for portfolio deployment
- Customer relationship building and management
- Support Local Account sales team to close projects

ESSENTIAL FUNCTIONS

- Forecast and achieve target budget for areas of responsibility
- Develop assigned accounts to its full potential
- Work closely with the Business Unit, Sales and local marketing team to develop relationships with key personnel at end-users and indirect accounts who influence buying decisions
- Take responsibility for sales and marketing strategies deployment for target accounts
- Conduct sales presentations to customers and offer products/solutions that meet client's expectation and support Tetra Pak portfolio development strategy

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- Actively network in the local business communities (including other function groups) to gain market intelligence on existing and potential investors in Greater China
 - Facilitate transfer of knowledge and relationship to members of the sales teams
 - Promote and reinforce Tetra Pak's values, while ensuring compliance with company policy and procedures

RELATIONSHIPS

- Internal Customers: Frequent contact with sales and marketing teams and operations members on project status and improving internal operations processes.
- External Customers: Frequent contact with key persons of specific account for the purpose of identifying customer needs and maintaining customer's satisfaction and retention.

REQUIREMENTS

- University or college degree
- A minimum of 5 years sales and/or marketing experience
- Sales-oriented experience highly desired. Experience in Cosmetic industry will be preferred and added advantage
- Experience of managing complex sales cycle with B-2-B selling process in multinational companies
- Ability to travel 40% of the time
- Must be aggressive, self-motivated, customer-service & result oriented
- Good command of English, both in spoken and written.

CRITICAL SKILLS

- Effective networking
- Problem-solving
- Qualifies Prospects with Standard Probes
- Commits Time & Effort to Ensure Success
- Closes Through Logical, Incremental Steps
- Opportunistic