

Assoc Manager, Sales

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Company: Coats

Location: Vietnam

Category: other-general

Role Purpose

- This position is accountable for managing a team within an assigned region/market to deliver the sales objectives and ensure profitable sales growth of the defined territory by promoting the benefits of Coats's range of products and services products.
- This will be done in close collaboration with functional colleagues Technical Services, Global Accounts, Customer Services and supply chain
- The individual is expected to work closely with the Head of Sales/ Commercial Director to implement the short to medium term strategy by motivating and managing the assigned sales team to drive sales conversion and grow market shares in the target segments.
- The incumbent is responsible for assisting Head of Sales/Commercial Director to build the capability of the assigned team through coaching and active promotion of the Coats Commercial Academy programmes and ensuring the team is adhering to Commercial Excellence principles and company policies.

Principal Accountabilities and Key Activities

. Commercial Responsibilities:

- To develop territory plans and visit schedules for sales executives and ensure that customers are serviced in accordance with the principles of customer segmentation to ensure we focus the resources on the customers with the greatest growth potential.
- To initiate and build relationships with senior management in existing and potential customers so that Coats can develop and expand the customer contact map to ensure we have access to the key decision makers.

- To communicate with other departments internally so that Issues/challenges/opportunities/product innovation can be prioritized and resolved so that sales/ service targets can be met.
- To monitor and coach assigned sales executives in the field aligned to the sales competency framework and Commercial Academy programmes to identify relevant training and development needs for their team
- Understand the market dynamics, trends and emerging needs of customers and translate this into actionable insights which are shared proactively using the CSX CRM platform.
- Deliver collection achievement vs. target as well as the intended DSO.

. Marketing and Communication:

- To provide market intelligence/insights on both customers and competitors so to support senior management on developing strategies/tactics to enhance business growth
- To work with marketing team re co-branding, digital events etc in order to increase brand awareness for non-Coats users, and enhance brand goodwill among existing users.
- Actively support key strategic customer meetings to promote the benefits of Coats product, service & digital offer.
- Support global projects and innovations in the local market.

People Development:

- Develop and coach the sales team in accordance with competency profiles and aligned to the Commercial Academy Training programmes
- Build capability and consistency of the team by training and developing and providing coordination to the relevant stakeholder of GA, Technical services , Customer service and OC team.
- Encourage and engage Sales team to develop a growth mindset based on proactive actions to enhance performance and improve results.
- Drive engagement, motivation and recognition within the team to build accountability to achieve their goals.
- Actively support and promote the Commercial Academy training modules with their sales team to build a consistent way of working aligned to the overall sales capability development plan.
- To ensure formal appraisal are given to each sales executive to review every months and months.

Education, Qualifications and Experience

- A bachelor's degree or equivalent in any commercial discipline
- Minimum / years' experience in customer facing industry, preferable BB
- Proven track record in sales, preferably in an apparel environment
- Results driven with considerable experience in negotiating and delivery against significant contracts
- Evidence of the ability to create, implement and roll out strategic account planning and relationship development strategies
- Outstanding communicator, able to rapidly build and sustain relationship at all levels within the organization based on trust and consistent delivery to expectations
- Financial and business awareness with good numerical and analytical skills
- Innovative self-starter with the ability to take ownership and set goals and priorities
- Results orientation, strategic thinker, tactical implementer, customer focused.

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