

JOB DESCRIPTION 职位说明书

Position: Sales Manager of Machine Tools

职位: 机床销售经理

一、Most important activities for this position 主要岗位职责

- Meet annual sales target by implementing marketing and sales strategies, including machines, spare parts and paid service;
通过实施市场和销售策略, 业务范围包括机床、备件和服务, 达到年度销售目标;
- Establishes sales objectives by forecasting and developing annual sales quotas; projecting expected sales volume for existing and new products;
通过预测和制定年度销售额来确定销售目标;预测现有产品和新产品的销售量;
- Implements national sales programs by developing agent network and key accounts;
通过开发代理商和关键客户, 实现全国销售计划;
- Organize after service activities with production and service manager;
与产品和服务经理一起组织售后服务活动;
- Develop new strategies, tactics, and plans for future growth of company's database;
为公司数据库的未来发展制定新的战略、战术和计划;
- Build up a better customer relationship, understand their needs, and try to make them satisfied without compromising with the company profits;
建立更好的客户关系, 了解客户需要, 并在不损害公司利润的情况下满足客户需求;
- Maintain long lasting customer relationships;
维持长久的客户关系;
- Represent the company's business policies in various conferences, trade fairs, and networking events to attract more and more clients;
在各种交流会、展会和社交活动中代表公司的商业政策来吸引越来越多的客户;
- Effectively communicate the value proposals with mother companies;
与母公司建立有效的沟通;
- Co-ordinate the sales operations with all the other departments of ICO;
与集团内部公司的其他部门协调销售业务;
- Co-ordinate and monitor sales and service activities;

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协调和监督销售和服务活动;

- Investigate lost sales and customer accounts;
调查丢失的销售客户;
- Forecast annual, quarterly and monthly sales revenue;
预测年度、季度和月度销售收入;
- Control expenses and monitor budgets;
控制费用、监督预算;
- Analyze data to identify sales opportunities;
分析数据以确定销售机会;
- Cultivate effective business relationships with executive decision makers in key accounts ;
与关键客户的执行决策者建立有效的业务关系;
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies;
通过参加教育研讨会、回顾专业出版物、建立个人网络、参加专业协会来保持专业技术知识;

二、Education and Experience 教育和经验

- Mechanical bachelor's degree or related professional qualification
机械专业学士学位或相关专业资格
- More than 10 years sales experience in Machine Tools' sales management, Gear machining industry is a plus
10年以上机床行业销售经验, 齿轮加工行业优先
- Experience in all aspects of planning and implementing sales strategy
有关计划和执行销售策略方面的经验
- Technical sales skills in Machine Tools industry
机床行业技术销售技能
- Proven experience in customer relationship management
有良好的客户关系管理经验
- Knowledge of Machine Tools market research
熟悉机床市场研究
- Experience with relevant software applications
相关软件应用技能

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三、Key Competencies for Sales Manager 关键能力

- Excellent communication skills both written and verbal, Mandarin and English
具备良好的书面和口头沟通能力,普通话和英语
- Good organization and planning
具备良好的组织和规划能力
- Problem analysis and problem-solving
分析问题和解决问题的能力
- Formal presentation skills
正式的演讲技能
- Team-leadership, Decision-making, Stress tolerance, Be proactive
团队领导力、决策力、抗压能力、积极主动性

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