

## JOB DESCRIPTION



<b>Job Title</b> Distribution Sales manager - APAC	<b>Location:</b> APAC or U.K.
<b>Department:</b> Commercial	<b>Contract:</b> Permanent
<b>Reports To:</b> General Manager - CAPAC	<b>Direct Reports:</b> None

### 1.0 Job Summary & Role

<ul style="list-style-type: none"> <li>• The Distribution Sales Manager - APAC is responsible for sales growth of the C&amp;A channel partners within the APAC region</li> <li>• The role will evolve sales and regional distribution strategies</li> <li>• Drive effective quarterly business reviews with channel partners, making appropriate adjustments</li> <li>• The Distribution Sales Manager - APAC coordinates all marketing activities with channel partners, building, designing and executing the plans through the channel partner to grow share within the assigned territory</li> <li>• Drive the C&amp;A channel management strategy within APAC</li> <li>• Expand the direct customer base through the channel partners</li> <li>• Visit both channel partners, re-sellers and end customers to develop relationships, build confidence in the C&amp;A group and increase profitable business</li> <li>• To be the voice of the customer within the Control &amp; Automation (C&amp;A) group and the face of the C&amp;A group within the customer</li> <li>• Promote both existing and new C&amp;A products to channel partners</li> <li>• Liaise as needed with internal functions to ensure the best levels of service are provided for the channel partners</li> <li>• Keep abreast of competition developments</li> <li>• Conduct market research within the end customer base to keep abreast of changing market conditions</li> </ul>
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### 2.0 Key Responsibilities & Main Duties

40%	Effectively negotiates profitable sales
	Develop channel partner strategies and relationships
	Work with 3 <sup>rd</sup> party channel to drive improved performance
	Identify market opportunities for C&A group products
	Expanding the direct customer and contact base through the channel
30%	Develop strategic relationships within the region
	Provide World class customer support
	Works with distributors to increase market penetration
	Achieve sales targets



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	Coordinates all marketing activities with distribution partners
15%	Maximises product margins through effective pricing strategies
	Achieve customer visits/phone meetings to set targets
	Create quotes for channel partners with appropriate follow up
	Manage the opportunity pipeline to maximise value for the company
	Presentation and demonstration of products
15%	Maintain customer data in the company systems
	Work with internal company functions to address customer issues
	Monitor competitor activity, and key market trends
	Monthly reporting
	Exhibition attendance where required

### 3.0 Internal & External Relationships

External relationships will be predominantly with the assigned channel partners and the contacts therein.

Internally build relationships with C&A management, OEM accounts, Internal sales functions, Technical support, Marketing and Warranty.

### 4.0 Key Performance Indicators

- Sales targets
- Product margin profit improvement
- Customer contact rates - channel partners, re-sellers and end customers
- Pipeline development
- Achievement of other objectives as issued by management

### 5.0 Essential/Desirable Factors

Knowledge	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Experience of successfully leading and managing profitable international sales through a channel partner strategy</li> <li>• Proven successful exposure to influencing business owners and senior decision makers</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Expert knowledge and experience of leading channel sales in a technically orientated company preferably within the power sector</li> <li>• Expert knowledge of the above across multiple Australasian countries</li> </ul>



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<ul style="list-style-type: none"> <li>• Exposure of driving sales within multiple Australasian markets</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive relationships with key decision makers in both commercial and technical roles within the power sector in multiple Australasian countries</li> </ul>
Skills & Attributes	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Culturally aware within the different Australasian markets</li> <li>• Proven selling and negotiation skills</li> <li>• Commercially astute, results orientated team player</li> <li>• Strong written and verbal communication skills</li> <li>• Ability to work from a home office and work independently in a field-based role</li> <li>• Ability to travel internationally adequately to cover assigned territory</li> <li>• Ability to recognise market trends and evaluate competitor strengths and weaknesses.</li> <li>• Maturity and confidence to influence at all levels</li> <li>• Hunter mentality</li> <li>• Time managed and well organised</li> <li>• Excellent presentations skills</li> <li>• Self starter.</li> <li>• CRM, MS office savvy</li> <li>• Full driving licence</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Analytical thinker</li> <li>• Change agile</li> </ul>
Experience	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Selling role within a technically orientated company/product range, preferably within the power management industry in an Australasian market.</li> <li>• Proven experience of successful demand generation.</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Experience of selling within the power generation industry</li> <li>• Successfully achieved business growth through leveraging CRM tools</li> </ul>
Qualifications	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Min 5 GCSE (or equivalent), Maths and English to be included</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Completed vocational training in a relevant subject</li> </ul>



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- MBA
- Degree in a technical subject

<b>Created by</b>	<b>Dated Created</b>
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