

Détail de l'offre : Sales Manager

Recruteur	Campus France	Chambre de Commerce et d'Industrie Française en Chine (CCI FRANCE CHINE)
Adresse	Suites 201-222, 2F, Building 81, No 4 Gongti North Road Chaoyang District, Beijing 2/F Mayfair Tower, 83 Fu min Road, Shanghai Room 802, 8/F Leatop Plaza, 32 Zhujiang Dong Road, Zhujiang New Town, Guangzhou / Room 318, 3/F Chinese Overseas Scholars Venture Building, Shenzhen Hi-tech Industry Park, Shenzhen	
Ville	Pékin Shanghai Canton Shenzhen	
Référence	25D1753330604	
Titre de l'offre	Sales Manager	
Description du poste	MISSIONS	
	1. Responsible for managing the company's sales operations, developing and executing sales strategies under the leadership of the General Manager and Sales Director of HQ.	
	2. Oversee both online platforms (e-commerce, proprietary platforms, etc.) and offline channels (distributors, direct sales teams, etc.), while collaborating with France HQ to implement global business standards and achieve performance targets.	
	KEY RESPONSIBILITIES	
	1. Sales Strategy & Target Management	
	• Develop annual/quarterly sales plans for GM approval. Decompose online/offline performance targets, monitor progress, and adjust strategies dynamically.	
	• Analyze market trends and competitor activities, providing strategic sales recommendations to local management and HQ.	
	2. Online & Offline Channel Management	
	• Online: Lead optimization of e-commerce platforms (Tmall/JD/, etc.) and DTC websites to improve conversion rates and ROI.	
	• Offline: Expand and maintain distributor/agent networks and direct sales teams, establishing channel policies to ensure market coverage and sell-through efficiency.	
	3. Team Leadership & Collaboration	
	• Manage sales teams (regional managers, e-commerce specialists, channel executives, etc.), implementing performance evaluation systems to enhance effectiveness.	
	• Collaborate with marketing, product, and finance teams to drive new product launches, promotions, and inventory optimization.	
	4. Cross-Regional Reporting & Communication	
	• Submit bilingual (CN/EN) performance reports regularly to both GM and France HQ Sales Director, ensuring global-local strategy alignment.	
	• Facilitate communication between HQ and local teams for policy, system, and process implementation.	
	5. Key Account & Data Management	
	• Maintain KA relationships, leading negotiations and contract finalization for major clients.	
	• Monitor sales data via CRM systems to generate actionable insights.	

	CRM
Type de contrat	CDD
Télétravail	Tidak ada teleworking
Code localisation	Union Européenne
Pays	Chine
Description du profil	<p>QUALIFICATIONS</p> <p>• Experience: 10+ years in sales management, including 3+ years in a similar leadership role with proven success in both online (e-commerce/DTC) and offline (distributor/retail) channels.</p> <p>103/DTC/</p> <p>• Industry Preference: Luxury goods or B2B sector experience preferred.</p> <p>B2B</p> <p>• Language: Fluent English (must independently conduct negotiations, re-orting, and multinational meetings).</p> <p>-Core Competencies</p> <p>Strong analytical and business acumen;</p> <p>End-to-end strategic execution capability;</p> <p>Cross-cultural communication and matrix collaboration skills.</p>