

## Job Description

### European Business Development Manager

#### General Overview

The role requires a dynamic and motivated person capable of growing sales within the EU market. Working for an international sourcing company, experience of Asian manufacturing and consumer goods or industrial product will be invaluable in understanding both service and product opportunities with potential clients across retailers, brands and wholesalers.

Responsibility for lead and sales generation as well as developing and managing a network of sales agents to drive additional sales opportunities through.

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#### KPIs

- Revenue generation
- Profitability
- Agent network development

#### Reports To:

- CEO
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#### Specific Duties

1. Analysis of target clients and product/service opportunities
  2. Development and implementation of sales strategy
  3. New Customer acquisition
  4. Building and maintaining a solid network for sustainable sales
  5. Presentations at Trade Events and promotion of ET2C's offerings
  6. Identify product agents/distributors to create a broad network of sales support in market
  7. Present to clients and range reviews
  8. Manage own P&L
  9. Develop training for sales agents as part of onboarding process
  10. Other tasks assigned by CEO.
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## **Job Qualification**

**Education:** Degree or above

**Relevant Experience & Knowledge:**

- + Proven track record of sales experience and exceeding budgets as agreed
- + Understanding of Asian Sourcing and an already established network within Retail, Brands or Wholesale industries
- + Consumer goods or Industrial product background
- + Proven ability to articulate the distinct aspects of products and services and identify the best fit for clients
- + Excellent negotiation & presentation skills
- + Target orientated

**Basic Aptitude:**

- + High sense of responsibility and self-motivated.
- + Engaging & influential communication\negotiation skill
- + Creative thinker that is solution driven
- + Excellent teamwork and working well under pressure

**Basic Skills:**

- + Familiar with MS-Office (Word, Excel, Outlook, PowerPoint).
- + Good command of written and oral English.

**Special Requirement:** Willingness to travel within market essential

**Salary & Bonus– Negotiable**

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