

JOB DESCRIPTION

Position: Senior Business Development Executive (Food ingredients)

- Unit: Food
- Location: Ho Chi Minh/ Ha Noi
- Report to: Business Development Manager

Being founded on industrial expertise and a marketing mindset, since 2003, GroupG Asia Pacific has set the mission of creating high-quality care products for life. Based on the fundamental philosophy of supplying specialty ingredients to food, cosmetics, and pharmaceutical manufacturers in Asia, we have taken on the challenge of pursuing a comprehensive solution model with innovation at its core.

Along with the development of society, humans seek values beyond consumption, which is “Living a happier and healthier life” through the improvement of food, lifestyle, healthcare, and environment. For this goal, a one-way supply chain that starts from raw materials, manufacturing, to consumption is no longer enough. Instead, it is a more flexible and multi-dimensional value connection to take full advantage of all partners. GroupG Asia Pacific, therefore, believes in the philosophy that: **Creative Partnerships and Innovative Solutions** are the keys that enable us to create **Shared Values**.

We are looking for this critical position to become part of our professional innovative and dynamic group.

Key Responsibilities

1. Sales Strategy and Planning

- Develop and execute comprehensive sales strategies and plans to drive revenue growth within the Food ingredients market segment.
- Analyze market trends, competitor activities, and customer insights to identify opportunities and develop effective sales approaches.
- Set ambitious sales targets, establish sales quotas, and develop action plans to achieve them.

2. Key Account Management

- Build and maintain strong relationships with key B2B customers.
- Understand the specific needs and preferences of key accounts and provide customized solutions to meet their requirements.
- Act as the main point of contact for key accounts, ensuring their satisfaction, addressing any concerns, and seeking opportunities for upselling or cross-selling.

3. Business Development

- Identify and pursue new business opportunities within the Food ingredients B2B market, targeting potential clients and developing new customer relationships.
- Conduct market research, prospecting, and lead generation activities to expand the customer base.
- Collaborate with marketing and product teams to develop targeted campaigns and initiatives to attract new customers.

4. Sales Presentations and Negotiations

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- Conduct compelling sales presentations and product demonstrations to showcase the value and benefits of the company's offerings.
- Negotiate pricing, terms, and contracts with customers, aiming to maximize sales revenue and profitability.
- Collaborate with internal teams to ensure smooth and efficient order processing, timely delivery, and exceptional customer service.

5. Sales Reporting and Analysis

- Track and analyze sales data, market trends, and customer insights to evaluate sales performance and identify areas for improvement.
- Prepare regular sales reports, forecasts, and insights to provide visibility to the management team.
- Utilize CRM software and other sales tools to manage customer interactions, track leads, and maintain accurate records.

Qualifications

- Bachelor's degree in Food manufacturing, Food Science, Food Technologist, Food microbiology, Sensory evaluation, Food Analysis, International Business, Marketing or Business Management 2-3 years experience in B2B business.
- Proven experience in sales, preferably in the Food & Beverage industry, with a focus on B2B sales.
- Strong business acumen and a deep understanding of the B2B sales process.
- Fluent in English (communication and written)
- Excellent communication and negotiation skills, with the ability to build and maintain relationships with clients at various levels.
- Strategic thinking and problem-solving abilities to identify customer needs and provide effective solutions.
- Result-oriented mindset with a proven ability to achieve and exceed sales targets.

If you would like to apply for the job, send your resume and cover letter to [**pnc@groupg.com.sg**](mailto:pnc@groupg.com.sg)