

Belgium Jobs Expertini®

Account Manager PCR & TBR (Wallonia + Luxembourg)

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Company: Hankook Tire America

Location: Belgium

Category: business-and-financial-operations

Strategy: Increasing market share of the PCR & TBR market in BeLux
o Increase brand awareness
o Increasing brand value
o Hankook's Positioning in the market
o Further introduction of associated brand: Laufenn

Place in the Organization • Reports to Sales Manager BeLux • Member of Sales Team BeLux

Service area • Wallonia + Luxembourg

Responsibilities: • Realizing the sales targets based on the BeLux sales plan • Visits and maintain PCR & TBR target groups assigned service area • Mapping and updating the market within the region • Maintain existing accounts in his/her assigned region • Acquisition of new sales channels in his/her assigned region • Responsible for the entire Sales process. Including: prospecting, sales talks, drawing up and issuing quotations, negotiating and concluding contracts, claims handling, collection of funds. • Visiting & mapping of indirect customer groups • Effective and efficient cooperation with TBR Fleet Managers in your service area • Active contribution to determine pricing strategy PCR & TBR

Authority: • Setup tire test within Hankook Tire guidelines at target groups • Activate Road Assist 24 partners • Validating conditions within TBR price matrix

Activities: • Visiting target customer groups • Promotion and sales PCR & TBR products and related services • Frequent preparation of market and business analysis • Reports weekly to Sales Manager BeLux • Supports Supply Chain Manager regarding PCR & TBR forecast •

Does tactical proposals towards Sales Manager to achieve objectives • Drafting PCR&TBR annual plan (budget next year)

Knowledge and training (level) Bachelor's degree, long experience in the automotive market can offset this. • Between 3 and 5 years of work experience in a commercial sales field function • Fluent in Dutch, advanced in French and basic knowledge of English • User knowledge of: o MS Office, CRM tools and Windows.

Experience Senior sales • Medior in developing strategies and tactics • Experience in tire industry and/or similar company is a plus

Behavioral competencies required• Operational, empathic, decisive, independent worker, result-oriented • Inspiring, demanding, commercial sensitivity, can think and act outside the usual frames • Acting at different levels of the DMU's

KPI:• Market Share PCR & TBR in local market • Volume PCR & TBR tires • Market Intelligence • Customer Satisfaction

Details: • Able to adapt more conceptual sales, product as a service • Able to adapt between direct and indirect sales process • Close cooperation with the Sales Manager BeLux

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