



## Job Description

## **Key Responsibilities**

- Sales Strategy Development : Formulate and implement sales strategies to meet company sales targets and expand the customer base.
- Client Acquisition: Identify and approach potential clients, negotiate and secure contracts, and manage relationships with key accounts in the packaging sector.
- Market Research: Conduct market research to stay updated on industry trends, competitor activities, and customer needs.
- Customer Relationship Management (CRM): Use CRM tools to manage and monitor client interactions, pipeline
  management, and sales performance.
- Sales Reporting: Prepare and present sales performance reports to senior management, including forecasting and market insights.
- Sales Negotiation: Lead high-level negotiations with clients, ensuring contracts are beneficial for both the company and the customer.
- Customer Support: Handle escalated customer service issues to ensure client satisfaction and retention.

## **Qualifications & Skills**

- Bachelor's degree in Business, Marketing, or related field.
- 10+ years of experience in sales, preferably in the packaging industry or a similar sector.
- Strong leadership and team management abilities.

- Proven track record of meeting or exceeding sales targets.
  Excellent negotiation, communication, and interpersonal skills.
  In-depth knowledge of the packaging industry and market dynamics.
  Ability to travel as needed to meet with clients or attend industry events.

**Company Description**