



## PR/158639 | Channel Sales Manager (Modern Trade - Electronics / IT Products)

### Job Information

**Recruiter**

JAC Recruitment Malaysia

**Job ID**

1540863

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

June 3rd, 2025 20:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

A leading Electronics multinational company is expanding their operations to Malaysia, and they are looking for a Channel Sales Manager to manage distributors, grow their business and increase the sales in the Modern Trade channel.

#### Job Responsibilities:

- Develop sales with distributors' sales team and plan strategies for the Modern trade channel.
- Develop a strong distribution network, support distributors' sales team, penetrate new accounts and grow existing ones.
- Responsible for A&P management for the accounts in charge to ensure cost efficiency and positive ROI.
- Responsible for achieving the sales, new listing, SKUs expansion, brand & product visibility and availability to sustain

demand and maximise business growth.

- Negotiate business terms with distributors and/or customers to reach the most effective conditions and/or profitability for the company.
- Gain customers, competitors and market insights and leverage on these commercial insights to create sustainability business for the company and the retailers.
- Lead and conduct business reviews with key accounts/retailers to align business objectives and sales plans.
- Conduct frequent stores check / audit to have a better gauge on the market situation, identifying key problems, opportunities and service level of the distributors.

#### Key Requirements

- Min 5 years of experience in key accounts and distributors' management, preferably in the Electronics/IT Hardware or similar industries.
- Able to analyse and plan strategies to grow sales in the Modern Trade Channel.
- Dynamic, proactive with excellent interpersonal and negotiation skills.
- Willing to travel to visit customers and distributors frequently.

#LI-JACMY  
#stateKL  
#countrymalaysia

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#### Company Description