



PR/159161 | Sales Manager (General Trade) - FMCG F&B - Hybrid work

Job Information

Recruiter
[JAC Recruitment Malaysia](#)
Job ID

1548131

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

September 3rd, 2025 06:00

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 multinational FMCG (F&B) company is looking for a Sales Manager - General Trade to drive the sales initiatives for the General Trade (GT) market in Malaysia, including planning sales and distribution strategies, as well as managing relationship with distributors and sub-distributors to gain support, facilitating the operation process in growing sustainable business in GT market.

Key Responsibilities:

- Achievement of sales, both sell in (shipment sales) and sell out (sales to trade), managing distribution and investment spend within budget for assigned distributor, activity agency, and business partners.
- Ensure key KPIs are met—covering business growth, profitability, sales fundamentals (distribution, OSA, visibility, processes, trade return), and demand planning (forecast accuracy and inventory coverage).
- Set and monitor sales target for the distributor sales team.

- Plan and evaluating promotion sales-to-cost ratios, regularly monitor sales performance and promotion effectiveness.
- Collaborate with agency and agency promotional sales team to drive sales (sell-out) growth in trade through events at mall, events at train stations and school activities to lift awareness and drive sales of products.
- Ensure the distributor sales team maintains strong distribution and ASO (Active Sales Outlet) of brands' SKUs across key business partners, while building and sustaining strong relationships with distributors and key business partners for long-term success.
- Manage inventory and supply chain needs, reviewing forecast accuracy.
- Developing and implementing General Trade (GT) channel strategies, evaluating and improving operational processes and Route-to-Market structures, as well as identifying potential strategic customers to drive business growth.
- Report market situation, analyse sales data, trends and review performance metrics set.
- Networking with key customers to understand and address their needs, while acting as the main liaison between distributors and internal stakeholders to ensure client requirements are effectively met.
- Liaise with Sales and Marketing departments to set and implement strategies for new products.

Requirements:

- Bachelor's degree in Sales/Marketing and/or Business Administration or equivalent is an added advantage
- At least 8 years of professional experience in sales roles, such as field sales, trade marketing, customer account management, etc
- Knowledge of FMCG categories
- Excellent analytical and strategic thinking skills
- Ability to resolve conflicts, propose solutions for business
- Strong communication and presentation skills
- Strong leadership and ability to motivate team members
- Able to work under pressure and display teamwork

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description