



PR/159857 | Senior Sales Executive (Modern Trade)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1566513

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

February 17th, 2026 04:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

A leading MNC in the F&B industry is looking for a Senior Sales Executive to handle Modern Trade customer accounts.

Job Description

- Manage and expand corporate and retail accounts in the FMCG sector; act as the primary point of contact for clients.
- Organize regular client engagements to understand requirements and ensure alignment with the client's business objectives.
- Develop proposals and sales forecasts backed by credible, data-driven analysis.
- Propose effective sales strategies informed by category insights and market trends to improve sales results.
- Expand product penetration in assigned channels and optimize shelf visibility through planogram execution, aligned with customer direction.

- Monitor, analyze, and report on sales performance and promotional ROI to guide future actions.
- Check and manage required documentation (e.g., promotion claims, distributor claims, merchandiser claims) and take action based on management approvals.
- Lead and supervise sales representatives/merchandisers to meet targets while safeguarding company interests during negotiations.

Job Requirements

- Minimum 3 years' FMCG experience, with strong skills in planogram, category management, and promotional effectiveness evaluation.
- Possess at least a Diploma.
- Strong logical thinking, negotiation, and problem-solving skills.
- Proficient in Word, Excel, PowerPoint.
- Fluent in English, Malay, and Mandarin (to deal with Mandarin-speaking customers).
- Possess a valid driving license (company car is provided).
- Fresh graduates are welcomed to apply.

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description