



## 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