



JAC Recruitment

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JAC Recruitment Malaysia

PR/160579 | Channel Sales Executive - A leading MNC in the Consumer Electronics & Computer Accessories Industry (Hybrid)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1599313

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

August 22nd, 2026 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

A leading multinational company in the Consumer Electronics and Computer Accessories Industry is seeking a Senior Sales Executive to grow their retail channel business in Malaysia. This role is responsible for acquiring new accounts, deepening existing retail partnerships and managing relationships with distributors, with a strong focus on in-store products visibility.

Job Responsibilities

New Business Development

- Prospect and pitch to hypermarkets, electronics specialty stores, convenience stores etc
- Develop and execute retail channel expansion strategies based on market and competitor analysis
- Lead negotiations, pricing/terms discussions, and close new retail accounts

- Build and maintain a structured prospect pipeline with consistent follow-up

Account Management & Retention

- Conduct regular client visits, maintain relationships, and identify upsell/cross-sell opportunities
- Coordinate orders, delivery timelines, and stock levels with clients and internal teams
- Ensure client satisfaction by resolving issues and responding to inquiries promptly
- Track account performance metrics and provide regular reporting with improvement proposals

Distributor Management

- Conduct regular meetings with distributors and sales representatives to maintain strong partnerships
- Set sales targets, track progress, and support distributor sales representatives in achieving goals
- Deliver product training and share promotional strategies with distributor/sales representative
- Evaluate distributor performance and develop action plans for improvement
- Identify, evaluate, and onboard new distributor and partners

Sales Promotion & In-Store Execution

- Develop and present in-store display concepts, fixture layouts, and zoning proposals to retail partners
- Implement and maintain planograms, shelf placement, and merchandising standards
- Create, place, and maintain POP materials and promotional assets in-store
- Conduct product demonstrations and training sessions for retail partner staff
- Plan and execute in-store campaigns and promotional activities

Job Requirements

- Minimum 2 years of channel sales experience in the Computer Industry, Consumer Electronics Industry or related fields.
- Proven track record selling into hypermarkets, electronics retailers, or similar retail channels
- Experienced in managing distributors.
- Hands-on experience planning and executing in-store promotional and merchandising activities
- Strong presentation, negotiation, and closing skills
- Proficient in Excel and familiarity with CRM tools

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#stateKL

#countrymalaysia

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Company Description