



Job Profile_BDM Fusion

Job Family:	Sales	
Job Cluster:	Sales Fusion	
Job Role:	BDM Fusion	
Grade:		Date : 13-10-2021

Purpose of Job:

- Business in all its aspects must be carried out by respecting the AVK Fusion Indonesia work ethic. You need to ensure that our partners respect the Code of Conduct principles.
- To ensure and maximize a strong and profitable growth of the AVK Fusion in business in Indonesia together with dealers, direct business partners and sales team

Key Activities:

- Responsible for formulating sales strategies and implementation of company's sales objectives in the domestic local market.
- To set, monitor, review and achieve periodically all the objectives set for Sales.
- Identify and develop new business opportunities through aggressive sales and marketing activities to achieve profitability goals.
- Foster strong business relationships with existing global key account, corporate accounts, authorities, related government bodies and ensure consistent business follow ups.
- To operate efficiently, while achieving sales results, through cost optimization and control with regards to budget.
- Coordinates budgets forecasts and reports on product and pricing trends.
- To assist sales and finance on negotiation of overdue accounts for payment.
- To launch / present AVK Fusion products to the market.
- To oversee and participate in promotional activities, trade shows and work closely with developers, advertisers and production managers.
- Conduct economic and commercial surveys to identify potential markets for the company.
- To gather market data on competition, analyze market trends and to monitor competitors' activities.
- To manage and motivate a team of sales personnel and directs their efforts towards meeting prescribed sales targets.
- To manage and motivate a team of business development and marketing personnel and directs their efforts towards meeting prescribed targets.
- To manage and motivate a team of service personnel and directs their efforts towards meeting prescribed service targets

Critical knowledge and experience:

- At least 8 years of relevant experience in managerial capacity, handling sales & marketing and preferably with strong customer base and industry knowledge.
- Proven track records of exceeding revenue targets and generating new and existing business with customers.
- Proven ability to foster strong business relationship with customers and relevant government authorities.
- Strong business acumen, understands business implications of decisions and display orientation to profitability.
- A goal getter and possess good negotiation, presentation, interpersonal and communication skills.
- Independent and resourceful with strong problem solving skills.
- Able to lead, manage, coach and motivate sales team.

Collaboration Partner:

- Sales staff, director, customer care, SCM, dealers, finance, HR

Preferred Education:

- Degree holder in Electrical / Mechanical Engineering with Post-Graduate Diploma in Sales & Marketing or related discipline or equivalent.



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Competencies and Behavior:

- 1.1. Deciding & Initiating Action
- 1.2. Leading & Supervising
- 2.1. Working with people
- 2.2. Adhering to Principles and Values
- 3.1. Relating and networking
- 3.2. Persuading and Influencing
- 3.3. Presenting and communicating information
- 4.1. Writing and reporting
- 4.3. Analysing
- 5.3. Formulating strategies and concepts
- 6.1. Planning and organizing
- 6.2. Delivering results and meeting customer expectations
- 7.1. Adapting and responding to change
- 7.2. Coping with pressures and setbacks
- 8.2. Entrepreneurial and commercial thinking