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## JOB DESCRIPTION

<b>Job title</b>	Sales Account Manager – Direct Markets – South East Asia
<b>Department</b>	Sales
<b>Responsible to</b>	Asia Pacific Sales Manager
<b>Salary</b>	Competitive
<b>Hours</b>	40 per week
<b>Annual leave</b>	15 days per annum plus HK public holidays

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### About the Company

Our mission is to transform the way people live in cities. With over 16 million possible combinations of gears, colours, handlebars and accessories, we make more than just a bicycle, and we are more than just a bicycle company.

We continue to make the Brompton in West London, where we started in 1975, but our product has travelled far - we now export 80% of our bicycles to 44 countries. In the past 36 months we have invested in a new purpose-built production facility, transformed our digital architecture, opened new flagship stores and had our biggest product launch in company history and we're not stopping there...

To change urban living, we need passionate, innovative and talented people that want to challenge the status quo and make an impact.

### The role

The Sales Account Manager will be a key addition to the Brompton Asia team. Your focus will be four direct markets: Hong Kong, Singapore, Thailand and Indonesia. Each of these markets is already established, having operated under long standing distributors over the past ten years. Delivering significant growth for Brompton, against individual budgets in each territory, is at the heart of the role.

As part of the Brompton Asia team you will be based in our Hong Kong office. This is an exciting and varied commercial role focused on driving growth, planning how to deliver on budgeted sales targets (units and revenue) as well as ensuring business KPIs are met. You'll also be at the front line of the brand in the marketplace, ensuring retailers are consistent and helping to raise the quality of consumer experience through the implementation of Brompton's accreditation programme. You will nurture solid relationships with our retailers, but also explore and facilitate other sales opportunities as each market evolves.

This is a role for someone who understands our brand and is ready to be an ambassador for the full breadth of Brompton's products and market activities. It's for someone who is looking to progress in a sales field they are already sure-footed in, and who is excited by the potential of a long-term commitment to this fast-growing British success story.

### The Person

You'll be part of a small team who enjoy robust commercial thinking and are dedicated to fulfilling Brompton's potential in Asia - passion and level-headedness are a great combination.

You'll be a team player who is self-motivated, flexible and highly organized to manage contact with customers and your reporting back to the office.

Solid retail-based sales management experience is a prerequisite – ideally with some time spent within the bike industry. You will understand the market, the wider positioning Brompton enjoys and the strategic competition.

You will be personable, resourceful and entrepreneurial. And you'll enjoy the thought of riding a bike through cities – we look forward to days when we get to use our Bromptons at work!

## **Main duties**

### External

- Deliver budgeted sales for all Brompton products across Asia direct markets
- Drive development of territory retail networks
- Identify, target, and court prospective customers; open dealerships, negotiate agreements and close sales
- Identify and resolve customer concerns
- Deliver product sales training and support
- Co-ordinate, deliver and monitor the Brompton Dealer Accreditation programme
- Identify opportunities that require additional support and resource
- Represent the company at trade exhibitions, events, demonstrations and seminars

### Internal

- Contribute to build of annual business plans for the region
- Forecasting and planning to deliver on sales targets
- Develop 12-month rolling sales forecasts/pipeline plan for retail customers in accordance with sales objectives
- Monitoring and reporting on region through monthly KPIs against budget and annual business/ marketing plan
- Performing statistical analysis and assess actuals vs forecasting
- Raising risks and opportunities for your region and developing related solutions
- Management of indirect reports – APAC Internal Sales Account Support (UK Head Office based),
- Translating, or supporting translation of, Brompton trade communications
- Management of day-to-day sales
- Representing the customer to internal organisation
- Gathering market, competitor and customer data whilst executing product and marketing strategy
- To communicate new product and service opportunities, special developments

## **Personal Requirements**

- Provable track record in comparable sales roles, ideally at least 5 years' experience
- Fluent in written and spoken English and Cantonese; other territory language a bonus
- Competent bicycle rider, unfazed by city traffic
- Consultative sales approach
- Strong numeracy
- Analysis of Balance Sheets; Profit and Loss literate
- Minimum five years' sales experience – ideally some within bicycle market - with proven trade relationships
- Natural communicator, personable and persuasive

- Solid presentation skills, tailoring to stakeholder audiences
- Adaptable within differing SE Asian business cultures, respectful and commercially sensitive
- Some familiarity with territory-specific legal idiosyncrasies
- Attention to detail, ability to dig deep, while retaining a sense of the broader picture
- Valid passport and eligibility for visas is of course essential

If you feel that you fit within the Brompton team spirit and you can bring talent, innovation and enthusiasm to our workforce then please email your CV and covering letter to the People team, at [recruitment@brompton.co.uk](mailto:recruitment@brompton.co.uk).