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Regional Sales Manager East - Value for Money Brands - G-ECR/EE

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Company: BASF Tuerk Kimya Sanayi ve Ticaret Ltd. Sti.

Location: Atasehir

Category: other-general

Job Title: Regional Sales Manager East – Value for Money Brands

Location: Atasehir / İstanbul

JOB DESCRIPTION

Main responsibilities

Reporting directly to the Regional Business Manager Automotive Refinish Coatings Solutions – Region East (RBM), the Regional Sales Manager East – Value for Money Brands (RSM) drives the implementation of our global business strategy and derives business development strategies for our Value for Money (VfM) Refinish Business and its brands baslac and Norbin in the region.

Working closely with the RBM, Marketing Management, Technical Management and Regional Controlling, the RSM is a key member of the Leadership Team of Region East, responsible for delivering on strategic objectives and business results of G-ECR/EE.

The RSM manages the overall Refinish VfM Business in Region East for both, the passenger car and commercial vehicle segment and with this, leads the dedicated Business Development Managers and Account Managers for the respective countries. In this role, the RSM closely collaborates with all functional Heads for Region East as well as the Regional Sales Manager for the Premium Segment.

Enhancing the distribution setup as well as the go-to-market approach and developing strategic relationships with all key players of the respective distribution partners as well as key end customers in order to ensure sustainable growth of BASF's Automotive Refinish Business is essential part of this role.

Regional coverage: Region East - Middle East, Turkey and Central Asia.

Tasks

1. Takes over full responsibility for Region East to achieve the annual quantitative and qualitative targets for the VfM segment. Leads and develops regional meetings and tracks the sales, distribution and service performance in the VfM business. Holds the team accountable on derived roadmaps and country strategies.
2. Manages the overall Refinish VfM business in Region East for both, the passenger car and commercial vehicle segment and with this, leads the dedicated Business Development Managers and Account Managers for the respective countries.
3. Ensures the continuous development of the distribution setup and go-to-market approach in the respective countries and with the accordant distribution partners.
4. Drives effective and proactive sales and contract management in the region and oversees all relevant KPIs, including overdue quotas and sales forecast accuracies. Responsible that all tools and reports are being used effectively (e.g. Sales Force, 360 Reporting) and data based decisions are being taken, including effective project pipeline management. Accountable of efficient management of all sales channels and responsible for the entire sales process.
5. Plans, develops and implements together with the team market and customer strategies, business concepts as well as product and service portfolios for the respective strategic accounts and countries in accordance with corporate strategic goals and in close alignment with the functional heads.
6. Develops and maintains long-term business relationships with respective strategic accounts and partners. Identifies key target customer on a regional level, defines the dedicated strategy to win and cascades down into organization. Develops and implements business concepts for the respective countries, strategic accounts and partners. Communicates business requirements in the organization.
7. Collaborates closely with all Functions and ensures high quality inputs and consistent implementation of regional processes. Actively drives the organizational development of Region East and ensures high sales efficiency.

Minimum education and qualification

Education:

University Master's degree in business administration or similar field of study, specializing in sales, marketing or international business

Additional degree / certification in science, applied sciences, chemistry, automotive or comparable is an advantage

Working Experience:

Experience of minimum 10 years in automotive sales or aftersales industry, ideally in region in scope

Experience in automotive bodyshop industry and/or automotive refinish paint industry is an advantage

Commercial experience with regular customer interaction, e.g. Sales, Business Development or Key Account Management

Technical, Professional Knowledge & Skills:

Proven leadership and (people) management skills

Strong relationship management and interpersonal skills

Effective communication, negotiation and presentation skills

High level of skill in international, regional and cross-organizational coordination and collaboration

Strong analytical skills

Knowledge of automotive aftersales and bodyshop environment and processes

Knowledge of refinish coatings industry (including portfolio and application) is an advantage

Ability to work in a multi-cultural work environment

IT skills:

Proficiency in Microsoft Office applications (e.g. Powerpoint, Excel, Word, Outlook)

Automotive Bodyshop Software user skills are an advantage

Language skills:

Fluent in English and Turkish

Arabic, Hindi, Urdu or German are an advantage

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