



# Role Description

Role Description	Senior Commercial Manager - China
Document owner:	Chief Commercial Officer
Version:	200908
Keep informed:	Senior Commercial Manager - China

## 1. Overview

The Senior Commercial Manager - China is responsible for the selection and management OxTS channel partners within China. These channels sell and support customers in the automotive testing and development market as well as the general navigation and survey markets. This position reports to the Commercial Director and works closely with Area of Focus (AOF) business managers, commercial team members and other departments across the business.

## 2. Duties and responsibilities

### 2.1. Channel Management

- Achieve sales targets through an effective and motivated network of channel partners.
- Manage the day to day commercial relationship with channel partners to grow these accounts.
- Maintain up-to-date knowledge of key markets (i.e. automotive test & development, general navigation and survey) in China.
- Track information on key end user requirements and competitors.
- Identify and build relationships with key opinion leaders.
- Develop a detailed strategic plan to manage territory. Maintain, protect and grow business for both short and long-term revenue growth. Input into the 5-year plan.
- Evaluate the overall performance of current channel partners (e.g. growth aspirations, investment plans, coverage, competence, capacity, business robustness)
- Seek new channel partners within the territory as required to meet the agreed 5-year plan.
- Identify customers' needs, goals and challenges. Use this knowledge to provide relevant customer solutions and better market OxTS products, services, knowledge and expertise.
- Inform, train and influence channel partners and end customers.
- Handle commercial issues escalated by end users and channel partners. If needed, escalate to and support other OxTS teams to resolve these issues.
- Work with other business managers to develop methods to assess channel partner's effectiveness and pipeline/sales funnel management. Operate appropriate tracking and follow-up systems to ensure good conversion rates at each stage of the pipeline.
- Manage forecasting and pipeline by utilising the opportunity tracking system to manage, track and report on all sales activities; provide accurate, detailed forecast for your channel partners.
- Provide commercial training to channel partners
- Support sales visits
- Convey value propositions developed by product management to end customers and channel partners.
- Attend exhibitions and other events to develop customer and partner relationships, engage key opinion leaders and gather market information (e.g. trends, competitors)

- Provide feedback to other OxTS departments (e.g. product management) regarding product services or ideas.
- Attend biannual sales meeting along with channel partners.
- Maintain ongoing engagement with channel partners and their customers; maintain a regular presence within territory including regular documented quarterly business reviews for key accounts and channel partners.

## 2.2. Enquiry Generation

- Work closely with other members of commercial, marketing communications, and product management teams on campaigns and other activities designed to generate enquiries. Ensure these are implemented through the channel partners as agreed in the business plans.

## 2.3. Enquiries and Quotations

- Follow-up leads received via trade shows or direct customer outreach (e.g. website, telephone calls) with channel partners. For application projects, work with support of application engineers and manage the sales process from initial enquiry through final sales (one-off or repeated).
- Provide commercial support for channel partners, ensuring the customer selects the correct equipment and that final sales contracts are sound and profitable.
- Ensure channel partners comply with the OxTS bribery and corruption policy.
- Answer sales queries on products, terms of business, etc., via email, telephone, Skype, etc. All communications must be well-written, clear and appropriately detailed.
- Prepare and follow up on quotations for new sales and repairs/other services. Understand standard terms and conditions of sale. Operate the discounting policy.
- Answer basic operational and application questions.
- Write and negotiate contracts when required, in conjunction with the commercial director.
- Involve support engineers as appropriate when more complex technical information is required from a representative or end use customer.

## 2.4. Other

- Up to 50% travel out of the office
- Worldwide travel as necessary for the performance of these duties.
- Follow policies and procedures, organise filing systems, network folders and email systems to ensure efficient and effective processing, sorting and retrieval of information relation to representatives.
- Develop good personal organisation systems to allow effective and efficient performance of duties.
- Other duties as assigned.

## 3. Revision History

Revision	Changes
200908	Rebranded and Commercial Director changed to Chief Commercial Officer, no content changes - JC
190902	Revision history added