

**Sia Huat Private Limited****Corporate Office & Showroom:**

20 Pandan Road, Singapore 609272

Tel: (65) 6268-3922 Fax: (65) 6266-2796

Email: [enquiry@siahuat.com.sg](mailto:enquiry@siahuat.com.sg)**Retail Office:**

7,9&amp;11 Temple St., Singapore 058559

Tel: (65) 6223-1732 Fax: (65) 6223-4630

Email: [sales@siahuat.com.sg](mailto:sales@siahuat.com.sg)Website: [www.siahuat.com](http://www.siahuat.com)

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Founded in 1959, Sia Huat is a leading agent and direct distributor for an extensive range of quality tableware, kitchenware, and foodservice products based in Singapore with offices in Malaysia and Indonesia.

**POSITION: Sales Executive**

The Sales Executive is responsible for the management of key institutional accounts to achieve the set sales and profitability targets. The position reports directly to the General Sales Manager.

**The Sales Executive will be responsible for:**

1. Sales promotion planning and execution, forecast demand, negotiate trading terms, generate new sales leads, follow-through and close on sales opportunities, and formulate effective strategies for key accounts.
2. Representing the Company effectively through all correspondence with clients and following through on inquiries.
3. Being knowledgeable of products and offering recommendations when asked.
4. Working closely with all internal stakeholders such as Purchasing, Warehouse & Logistics, Corporate Sales and Marketing departments to maximize sales and profitability.
5. Ensure attainment of budgeted sales targets and profit objectives.
6. Ensure sales activities are in line with brand strategies.
7. Build strong customer relationships with Key Accounts.
8. Being knowledgeable of market and industry trends, and competitors.
9. Additional duties as required.

**Job Requirements:**

- Minimum Degree/Diploma from a recognized academy in Sales & Marketing
- Minimum 5 years of relevant sales experience preferably in the hospitality and foodservice industry.
- Possess excellent communication and interpersonal skills. Able to liaise with both Mandarin and English speaking clients.
- Enjoy meeting & discussing with people of diverse nationalities & cultures.
- Creative, meticulous and have an eye for details.
- Able to multi-task, work independently and deliver high quality work under demanding deadlines in a fast-paced environment.
- Integrity, independent, forward thinking and a team player.
- Valid class 3 driving license and possess own vehicle

Attractive salary (basic, commission and allowances) and benefits commensurate with background and experiences.

Email resume with cover letter and recent photo, as well as current and expected salary to [hr@siahuat.com.sg](mailto:hr@siahuat.com.sg). State your available start-date. Only shortlisted candidates will be notified.