



Channel Sales Engineer

NLYTech BIOTECH SND BHD.

Channel Sales Engineers – Permanent job

- Northern Region – preferred location: Penang
- Central Region – preferred location: KL
- Southern Region – preferred location: JB
- East Coast Region – preferred location: either Kelantan, Terengganu or Pahang
- East Malaysia – preferred location: either Sabah or Sarawak

Job Description:

Channel Sales Engineer will be responsible for the followings:

Channel development:

- Recruit, develop, enable and manage channel and alliance partners
- Collaborate with business partners (distributor, wholesaler, reseller and etc) to amplify sales effectiveness
- Coach and develop channels partners to adopt RiceStraws sales strategy & methodology
- Co-sell with partners to achieve higher value transactions and revenue targets
- Collaborate with direct sales, marketing, and product management to facilitate new initiatives, offerings, and sales opportunities
- Develop and execute joint business plans with the partners
- Prospecting of new client opportunities and channels partners
- Management or reviews and reporting: pipeline reviews, territory planning and forecasting of channels and alliances sales activities
- Maintain accurate records of partner activity in monthly sales report
- Ensure a strong pipeline is built to meet and exceed channels sales targets

Business development and sales execution:

- Secure sufficient sales volume to meet or exceed sales target in F&B markets in Malaysia.
- Effectively manage existing and new accounts to consistently improve market share in Malaysia.
- Educate and engage customers regarding Rice Straw's benefits and advantages
- Connect market intelligence and identify and implement new market opportunities

Technical support:

- To support channel partners, to present and to demo Rice Straw spec & compatibility to key account customers

Minimum Qualifications & Desired Skills:

- A Degree or Diploma in any field with minimum 1 year' experience in related F&B sales.
- In depth knowledge of piping systems and experience of selling to corporate or project customers in vertical markets such as Commercial, Industrial, Mining etc
- Familiar with channel sales and have existing connection and network with F&B distributors and wholesalers
- Proven sales record with leadership potential to take bigger responsibility in future
- Results oriented with process mindset



- Excellent interpersonal and communication skills
- Strong ownership responsibility - willing to dedicate extra time and travel to meet objectives when necessary

Benefits:

- Excellent career growth potential associated with RiceStraws brand
- Nurturing environment in a fast-growing organization - especially with eco-friendly products
- High paid sales commission, Petrol & Mobile allowance, business travel per diem will be provided to the successful candidate