

Versele-Laga – Area Sales Manager Far East

Role:

- **Drive business development** by actively developing and supporting commercial activities in your area.
- **Implement growth-focused commercial strategies** to expand business with existing customers and **identify and convert new business opportunities**.
- **Analyse market trends and evolutions** in the pet food sector; **benchmark competitors** to inform development strategies.
- The set up and implementation of annual sales and marketing plans for the area.
- **Build and maintain strong relationships** with the salesforce and brand managers of local distributors to ensure the successful **rollout and follow-up of commercial plans**.
- **Identify and develop Modern Trade opportunities** (pet shop chains, DIY, online) and **negotiate with key accounts** to unlock growth potential.
- Leading **product training sessions** for sales personnel of our distributors.
- Organizing and participating at professional exhibitions and consumer shows.
- **Perform regular market visits and store-checks**, independently or with distributor merchandisers, to support execution excellence.
- **Report directly to the Senior Area Sales Manager** at the Belgian headquarters, providing input on business performance and development potential.

Profile:

- You have a university degree.
- Sales experience within a multinational company is a plus
- You are interested in the petfood market.
- You are sales and result driven, and you have good communication and negotiation skills.
- Fluent English is a must
- You are willing to travel frequently to the far East (approximately two weeks per month) and occasionally work on weekend days.
- You live within a reasonable distance from our HQ in Deinze, Belgium.

Our offer:

- A **competitive salary and benefits package** tailored to your experience and impact.
- The **opportunity to work with a passionate and driven team** in a dynamic and growing industry.
- A **role in a large, ambitious, and international family-owned company**, where your contributions truly matter.
- The chance to **make a meaningful impact on the lives of pets and their owners worldwide**.

- A **collaborative and innovative work environment** that values your ideas and creativity.
- A unique perk: **your well-behaved pet (dog, cat, rabbit, bird, or chicken)** could become one of our cherished office companions!
- A true **family atmosphere**, including active participation in team events such as the *Versele-Laga Run* in Deinze, the *Versele-Laga Classic* (cycling), and more.

<https://www.versele-laga.com/>