

## Company Profile

### 公司简介

Margaret Steiff GmbH is a world-renowned manufacturer of collectibles, plush toys and children's clothing. The company was founded in the southern German town of Giengen in 1880. For more than 140 years, Steiff has been a model of high quality, first-class materials, perfect design and high safety standards. In 1880, when our founder Margaret Steiff made the elephant plush toy, it immediately won the children's love and laid the foundation for the company's development. Her guiding principle is "only the best is good enough for children". Today is still our company philosophy, which shapes our work and every product. In 1902, Margaret's nephew Richard invented the first joint bear, and soon adopted the world-famous name "Teddy Bear" inspired by Theodore Roosevelt and brought an international breakthrough for our Steiff brand. Today, Steiff sells well in more than 50 countries and regions around the world, and is welcomed and fascinated by families, children and collectors.

Margaret Steiff GmbH 是一家世界知名的收藏品、毛绒玩具和童装制造商。该公司于 1880 年在德国南部的京根镇成立。140 多年来，史戴芙（Steiff）一直是高品质、优选材料、精美设计和高安全标准的典范。1880 年，当我们的创始人 Margaret Steiff 制作大象毛绒玩具时，它立即赢得了孩子们的喜爱，并为公司的发展奠定了基础。她的指导原则是“对孩子来说，只有最好的才足够好”。今天仍然是我们的公司哲学，它塑造了我们的工作和每一种产品。1902 年，玛格丽特的侄子理查德发明了第一只关节可动的熊，并很快采用了受西奥多·罗斯福启发的世界著名名称“泰迪熊”，为我们的 Steiff 品牌带来了国际突破。如今，史戴芙（Steiff）在全球 50 多个国家和地区畅销，深受家庭、儿童和收藏家的欢迎和着迷。

Steiff has a sales history in China for more than 10 years, and our products are found in high-end mall in core cities such as Beijing and Shanghai. In order to further expand the Chinese market, Steiff China entity is gonging to be established in 2023 and is committed to the brand promotion, business development and customer service of Steiff brand in China.

史戴芙（Steiff）在中国有超过 10 年的销售历史，我们的产品遍布北京和上海等核心城市的高端商场。为了进一步扩大中国市场，史戴芙（Steiff）中国实体将于 2023 年成立，致力于史戴芙（Steiff）品牌在中国的品牌推广、业务发展和客户服务。

At Steiff, everyone is very important. The diverse and inclusive working environment and an equal and mutually supportive working atmosphere, so that your uniqueness can be fully respected and appreciated. As an important part of the international blueprint, we look forward to more like-minded and talented people working with us to build Steiff into a household brand in China and create happy memories for more families and users through our market insight and innovative products.

在史戴芙（Steiff），每个人都很重要。多元化和包容性的工作环境以及平等和相互支持的工作氛围，让您的独特性得到充分尊重和赞赏。作为国际蓝图的重要组成部分，我们期待更多志同道合、才华

横溢的人与我们合作，通过我们的市场洞察力和创新产品，将史戴芙（Steiff）打造成中国家喻户晓的品牌，为更多家庭和用户创造美好回忆。

## Wholesale Sales Manager

### 批发渠道销售经理

Location: Beijing and Shanghai

Report to: Commercial & Brand Rep -China & New Markets NEA

#### **Job description:**

#### **工作描述:**

- In combination with the annual and monthly key work and the company's sales budget, manage and decompose the wholesale customer sales budget according to the customer and terminal sales situation, grasp the sales rhythm, and ensure the completion of sales objectives.

结合年度、月度重点工作和公司销售预算，根据客户和终端销售情况，对批发客户销售预算进行管理分解，把握销售节奏，确保销售目标的完成。
- Develop customer development plans, including but not limited to the development of sales opportunities for brand franchisees, wholesalers, chain customers, etc., Follow up the signing of sales contracts, the collection, archiving and updating of customer qualifications, and the maintenance of customer-related information systems and platforms to ensure smooth business processes.

制定客户发展计划，包括但不限于为品牌加盟商、批发商、连锁客户等开发销售机会，跟进销售合同的签订，客户资质的收集、归档和更新，以及客户相关信息系统和平台的维护，以确保业务流程的顺利进行。
- Monitor and manage customer cash flow, sell in, sell through, inventory, profit, payment collection and invoicing.

监控和管理客户现金流、铺货、动销、库存、利润、收款和发票。
- Be responsible for customer management and terminal system maintenance, and provide professional pre-sale and after-sales services, including but not limited to guiding product portfolio, supervising customer order confirmation and goods distribution, in-store display, product training, promotion, inventory inspection, etc., to ensure customers' timely replenishment, and assist customers to improve the output of POS.

负责客户管理和终端系统维护，提供专业的售前和售后服务，包括但不限于指导产品组合、监督客户订单确认和货物配送、店内展示、产品培训、促销、库存检查等，以确保客户及时补货，并协助客户提高销售网点的产出。
- Introduce novelties to customers, make the pipeline plan of new product and new customers, continuously follow up their sales performance.

向客户介绍新品，制定新产品和新客户的渠道计划，持续跟踪他们的销售业绩。

6. Organize customers to cooperate with the company to carry out monthly rolling forecast and continuously optimize the accuracy of the forecast and maximize the availability of goods.  
组织客户配合公司进行月度滚动预测，并不断优化预测的准确性，最大限度地提高货物的可用性。
7. Monthly collection, analysis and feedback of customer purchase, sales and inventory information, and propose solutions and implement them according to customer feedback and product sales performance in the channel.  
每月收集、分析和反馈客户的采购、销售和库存信息，并根据客户反馈和渠道中的产品销售业绩提出解决方案并实施。
8. Collect the trends of the industry and competitive products information, and timely put forward relevant suggestions on adjusting the sales strategy.  
收集行业动态和竞品信息，及时提出调整销售策略的相关建议。
9. Assist in industry exhibitions, brand events and on-site sales in peak season.  
协助行业展会、品牌活动和旺季现场销售。
10. Other tasks assigned by the superior.  
其他上级分配的工作。

**Requirements:**

**岗位要求**

1. College degree or above.  
大学专科及以上学历。
2. At least 3 years of solid customer development and sales management experience in the consumer goods industry, premium brand with customer resources preferred.  
至少3年消费品行业扎实的客户开发和销售管理经验，有优质品牌的客户资源优先。
3. Excellent negotiation and communication skill, coordination ability and business insight.  
出色的谈判和沟通能力、协调能力和商业洞察力。
4. Good at data analysis, and be able to skillfully use Excel, PPT, Word, Outlook and other office software.  
擅长数据分析，能熟练使用 Excel、PPT、Word、Outlook 等办公软件。
5. Goal-oriented, optimistic personality, teamwork.  
目标导向，乐观的性格，团队合作。
6. Be able to accept business trips.  
能够接受出差。

Applicants are requested to send their motivation letter, CV, and expected annual salary to Jacquelyn Li at [jacquelynli@melchers.com.cn](mailto:jacquelynli@melchers.com.cn)