Sales Manager (B2B Industrial Materials)

Location: Binh Dinh, Vietnam (Onsite - Manufacturing)
About company

Our client is a pioneering advanced materials company specializing in the production and commercialization of graphene-based solutions for industrial applications. Our products serve a wide range of sectors, including plastics, composites, energy storage, batteries, construction materials, coatings, and emerging high-tech industries. As we accelerate our growth in Vietnam and international markets, we are seeking an experienced and results-driven Sales Manager to lead our B2B commercial expansion.

Position Summary
The Sales Manager will be responsible for developing and executing company commercial strategy, driving revenue growth, expanding market presence, and building long-term partnerships with industrial customers. This role requires a strong combination of technical sales expertise, business development capabilities, and leadership skills to successfully commercialize graphene-based products across multiple industries.
The ideal candidate has a proven track record in B2B industrial sales, preferably within plastics, masterbatch, compounds, composites, specialty chemicals, advanced materials, or lithium battery supply chains.

Business Development & Sales Growth

• Develop and execute strategic sales plans to achieve revenue and market expansion targets.
• Identify, qualify, and acquire new B2B customers across plastics, masterbatch, compound, composite, coatings, construction materials, energy storage, and battery industries.
• Establish and maintain strong relationships with key decision-makers, including technical, procurement, R&D, and executive stakeholders.
• Lead the commercialization of graphene-based products and solutions in domestic and international markets.
• Generate and manage a healthy sales pipeline, ensuring consistent business growth.

Technical Sales & Customer Solutions

• Understand customer manufacturing processes and identify opportunities where graphene can create measurable value.
• Collaborate with technical and R&D teams to develop tailored solutions for customer applications.
• Deliver product presentations, technical proposals, and value-based sales pitches.
• Support product trials, customer validation projects, and commercial implementation.

Sales Leadership & Performance Management

• Lead, coach, and develop the sales team to achieve individual and organizational objectives.
• Establish sales KPIs, monitor performance, and implement continuous improvement initiatives.
• Drive a data-driven sales culture through pipeline management, forecasting, and CRM utilization.
• Prepare accurate sales forecasts, budgets, and business reports for senior management.

Market Expansion

• Conduct market research and competitive analysis to identify growth opportunities.
• Develop export markets and build strategic partnerships with international distributors, manufacturers, and industrial customers.

Qualifications & Experience

• Bachelor's degree in Business, Engineering, Materials Science, Chemistry, Polymer Engineering, or related fields.
• Minimum **5–7 years of B2B sales experience**, including at least **3 years in a Sales Manager or equivalent leadership role**.
• Strong experience in industrial materials, specialty chemicals, plastics, masterbatch, compounds, composites, lithium batteries, energy storage, or related technical products.
• Demonstrated success in managing key accounts and closing high-value industrial contracts.
• Existing network within the plastics, masterbatch, compound, composite, battery, or manufacturing sectors is highly preferred.
• Experience in international business development or export sales is a significant advantage
• Professional proficiency in English, both written and spoken.

Thanks & Best regards!

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