

A black leather stool with a curved backrest and four wooden legs, positioned in the center of the frame. The stool is set against a dark, minimalist background with a concrete floor.

**WE'RE HIRING**

WILLIAMS REFRIGERATION HONG KONG  
SENIOR MANAGEMENT RECRUITMENT

**Sales Manager**

INDIA AND INDIAN OCEAN COUNTRIES

# SALES MANAGER – INDIA AND INDIAN OCEAN COUNTRIES

Williams Refrigeration is a leading manufacturer and supplier of professional refrigeration appliances, with a reputation for delivering global excellence across diverse market sectors including the foodservice and hospitality industry, public sector, travel and retail channels.

Our head office and UK manufacturing base is located in King's Lynn, Norfolk and we operate wholly owned overseas manufacturing, sales and service operations in France, Dubai, Hong Kong, China and Australia. Williams Refrigeration is one of the principal business brands of AFE Group Limited.

Williams Refrigeration is currently recruiting a Sales Manager to cover the India and Indian ocean region.

The main goal of this role is to retain existing and develop new business relationships within the commercial refrigeration foodservice sector.

The role will suit a candidate with a strong technical background in refrigeration, or a Sales Engineer looking to move into a customer facing commercial role.

## THE ROLE

- Responsible for the business development in new developing areas, including India, Sri Lanka, Maldives, Vietnam, Laos, Cambodia, etc.
- Develop business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
- Prepare and implement action plans for effective search of sales leads and prospects.
- Develop and maintain relationship with kitchen design consultants, kitchen equipment contractor, hotel operators and owners.
- Conduct product presentation to kitchen design consultants, kitchen equipment contractor, hotel operators and owners.
- Support and coordinate with kitchen design consultant for any custom-made products developments.
- Provide hands-on support and follow up on quotation prepared for tenders with detailed reviews on all the tender documents including BOQ, specification sheet, kitchen layout and elevation.
- Coordinate the after-sales service back up to the kitchen equipment contractors and clients.
- Get the updated market information and report to the senior management for discussing and formulating the sales strategy .
- Provides timely feedback to senior management regarding performance.
- Provides accurate reports of pricings, sales leads status, market landscapes and sales & marketing activity to senior management.
- Support with site visit before or after product installation if in needed.
- Adheres to all company policies, procedures and business ethics codes.
- Assist in the development and implementation of marketing plans and new product development as needed.

# THE PERSON

Ideally have a proven background within the commercial refrigeration sector.

Experience and technical understanding of refrigeration is essential.

Have worked either within a technical sales or engineering capacity.

Be extremely driven and have the ability to work autonomously.

Be motivated and enjoy working in a team environment.

Demonstrate good financial management and budgetary experience in having responsibility for trading performance and profit generation.

Ideally based within daily travelling distance of the Indian Ocean region

## WHAT CAN WE OFFER YOU?

- Competitive salary
- Profit related bonus scheme

# THE COMPANY

## About Williams Refrigeration

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Our Contracting Units are based in Edinburgh, Doncaster, Maidstone and Basingstoke, uniquely placed to cover the whole of the UK. Their focus is to provide excellent customer service along with a strong engineering and design capability, providing dedicated site survey, installation, service and maintenance support to the modular product range.

## About AFE Group Ltd

The AFE Group is a leading international business specialising in the innovative design, manufacture and service support of professional cooking, bakery and refrigeration equipment for the global food service market. Our premium brands are some of the best known in the industry.

## Our Parent Company - Ali Group Italy

Williams Refrigeration and AFE Group are part of the Ali Group of companies. Privately owned and headquartered in Milan, Italy; Ali Group is one of the largest global leaders in the foodservice equipment industry, comprising 80 of the world's leading foodservice equipment brands.



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