

Company Description

Established in 1994, VIEN SON COMPUTER TECHNOLOGY CO., LTD. (Microstar) is one of Vietnam's top IT distributors, known for its annual revenue of approximately USD 150M and its focus on customer-centric services. With a strong presence in the industry, Vien Son manages over 2,500 SKUs, supports more than 1,000 value-added resellers across the country, and has been recognized among Vietnam's top 500 largest companies. The company is committed to excellence in technology distribution supported by its state-of-the-art RMA center, modern equipment, and professionally trained staff. Guided by the principles of professionalism, prestige, commitment, and care, Vien Son continues to strive for sustainable development and success alongside its partners and stakeholders.

JOB TITLE: SALES MANAGER

Department: Sales Department

Reports To: Head of Sales Department

Working Location: 120-122 Huynh Tan Phat, Tan Thuan ward, HCMC

ROLE DESCRIPTION

This is a full-time on-site role for a Sales Manager, located in Ho Chi Minh City. The Sales Manager will be responsible for overseeing sales operations, leading a sales team, developing and implementing sales strategies, and driving revenue growth. Day-to-day tasks include managing customer relationships, negotiating contracts, identifying opportunities for market expansion, and monitoring industry trends. Collaboration with cross-functional teams to improve business performance is also key to this role.

KEY RESPONSIBILITIES

1. Sales Planning & Target Achievement

- Build and execute annual/quarterly sales plans to achieve assigned targets (revenue, GP, coverage).
- Monitor and analyze sales performance, providing timely forecasts and corrective action plans.
- Develop and implement sales strategies that align with brand and market trends.

2. Customer & Channel Management

- Maintain and expand relationships with key accounts, distributors, and resellers.
- Negotiate contracts, pricing, and trading terms with partners to ensure competitiveness and profitability.
- Identify new business opportunities and strengthen brand positioning in the market.

3. Team Leadership & Performance Management

- Lead, motivate, and develop the sales team (Sales Leaders / Sales Executives).
- Set clear KPIs and regularly evaluate team and individual performance.
- Provide coaching, guidance, and training to improve sales capabilities and market knowledge.

4. Business Coordination & Reporting

- Collaborate with Brand, Marketing, Finance, and Logistics teams to ensure smooth sales operations.
- Track inventory, pricing, and product performance to optimize sell-in/sell-out results.
- Prepare and present sales performance reports, forecasts, and action plans to management.

QUALIFICATION & EXPERIENCE

- Bachelor's degree in Business, Marketing, Economics, or related field.
- **5–8 years of sales experience**, with at least **2–3 years in a managerial or supervisory position**.
- Strong leadership, negotiation, and analytical skills.
- Experience in ICT / consumer electronics / distribution preferred.
- Good command of English and proficiency in MS Office (Excel, PowerPoint).

SALARY & INCENTIVES

- **Monthly Gross Salary:** Competitive, depending on experience and performance.
- **Sales Incentive / Bonus:** Quarterly and Annual Bonus based on KPI achievement (Revenue, GP, growth...).

- **Allowances:** Laptop, Transportation, Meals, and other job-related expenses.

EMPLOYEE BENEFIT

- **Social, Health, and Unemployment Insurance** as per Vietnam Labor Code.
- Annual health check-up and Premium 247 Health Care Package.
- **Annual leave:** 12 days/year, plus 1 additional day every 5 years of service.
- **Employee purchase discount** program for ICT products.
- **Company trip, engagement & team-building activities, and Year-End Party...**
- Continuous training and career advancement opportunities.

WORKING CONDITION

- **Working hours:** 8:00 AM – 5:30 PM (Monday to Friday), Saturday morning (Hybrid).
- Professional, collaborative, and high-performance environment in a leading ICT distributor.

If you're passionate about sales and building long-term success with a trusted ICT brand, we'd love to hear from you! **Send your CV to careers@microstar.com.vn** and become part of our growing Vien Son family.