


	<i>RECRUITMENT &amp; EMPLOYMENT</i>		BUInS BVN HRP OI 04.04	
			 	
<i>JOB DESCRIPTION</i>			Rev.: Date:	Pag. 1/1

## About Bonfiglioli

Bonfiglioli is a global leader in power transmission and drive solutions, with almost 70 years of experience across industries such as manufacturing, logistics, construction, and renewable energy. Headquartered in Italy and present in over 80 countries, we combine advanced engineering with deep local expertise.

We are an international network of **18 production sites, 23 commercial locations, 550 distributors**, and a growing team of **over 4,700 professionals worldwide**. Our operations are closely connected, allowing us to maintain the highest quality standards and deliver consistent value to customers globally.

At Bonfiglioli, **people are at the heart of everything we do**. We believe long-term success depends on being physically present in local markets and **investing in people through continuous training and development**. In Southeast Asia, we are rapidly growing — and looking for passionate individuals to grow with us.

**Join us and be part of a connected, people-driven company that moves the world forward.**

JOB REFERENCES			
<b>Position Title:</b>	<u>Sales Engineer</u>	<b>Supervisor Job Title:</b>	<u>Sales Manager</u>
<b>Legal Entity:</b>	<u>Bonfiglioli Southeast Asia</u>		
<b>Organizational Unit:</b>	<u>Sales</u>	<i>Approval Date</i>	<u>29 May 2025</u>

JOB PURPOSE
<ul style="list-style-type: none"> <li>To promote and sell Bonfiglioli products (including but not limited to motors, gearboxes, and drive systems) to business customers by leveraging technical expertise and commercial acumen.</li> <li>The Sales Engineer acts as a key liaison between the company and clients, providing tailored solutions that meet customer needs while driving revenue growth and market expansion.</li> </ul>

Accountability Areas	Key Related Activities
	<ul style="list-style-type: none"> <li>Drives the <b>achievement of sales performance goals</b> in the national market by executing short- and long-term customer business development strategies in alignment with BU Sales &amp; Business Development.</li> <li><b>Identifies and capitalizes on business opportunities</b> while enhancing the company's market image. <b>Manages relationships</b> with existing and potential key customers to strengthen Bonfiglioli's local presence.</li> </ul>
<b>STRATEGY &amp; PLANNING</b>	<ul style="list-style-type: none"> <li>Provides a depth understanding of the <b>national markets/sectors trends, products requirements, potential business risks/ opportunities and competitors benchmarking</b></li> <li><b>Provide to Country Sales Manager targets for the national Sales market penetration</b> based on market trends and customer needs</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Support</b> Country Sales Manager to define <b>the country commercial strategy</b> and the <b>short-, mid-, and long-term sales plan</b> according to the guidelines defined by BU Sales &amp; Business Development function</li> <li>• Implement the sales strategy for the country market, in alignment with the company's vision and goals. Identify new business opportunities and develop plans to increase market share</li> </ul>
<b>GO TO MARKET</b>	<ul style="list-style-type: none"> <li>• Collaborate with the marketing department to develop targeted promotional campaigns</li> <li>• Constantly monitor the local market and industry trends to identify new opportunities or competitive threats. Analyze competitor activities and adjust sales strategies accordingly</li> <li>• <b>Visits</b>, periodically, the <b>target Key Accounts to maintain strong relationships</b> and collect customers needs</li> <li>• <b>Identifies new business opportunities</b>, through “on the field” <b>active search and scouting of potential key customers</b> offering them best products/solutions and available services, indicating the mission of the services, the most important benefits and contractual terms</li> <li>• Work closely with CAE department to provide customized solutions to clients</li> <li>• <b>Builds partnership and co-engineering projects with customers</b> to translate technical requirement into technical applications</li> <li>• Manages relationships with key clients and develops long-term customer retention strategies. Monitors customer satisfaction and resolves any issues or concerns</li> </ul>
<b>BUDGETING</b>	<ul style="list-style-type: none"> <li>• Contributes to the elaboration and control of the Sales budget in terms of expected sales volume</li> <li>• Support Country Sales Manager to define of all the actions required if variances/deviations in the final balance occur</li> </ul>

#### KEY PERFORMANCE INDICATORS (as per the Annual MBO)

	<ul style="list-style-type: none"> <li>• Monthly &amp; yearly achievement of revenue target</li> <li>• New customers development</li> <li>• Sales Margin</li> </ul>
--	---

#### JOB PROFILE

REQUIREMENT FOR CANDIDATE	CORE BEHAVIORS
<ul style="list-style-type: none"> <li>• Bachelor's degree (Technical background as a plus).</li> <li>• Good communication and relationship building</li> <li>• Good knowledge of products (Motor/gearboxes) is a plus</li> <li>• Prefer experience in Industrial Sales/ gearboxes</li> <li>• Job applied for Local people (Malaysian)</li> </ul>	<ul style="list-style-type: none"> <li>- Openness</li> <li>- Result orientation</li> <li>- Transparency &amp; Ethic</li> <li>- Collaboration</li> <li>- Client orientation</li> </ul>

Contact person: Ms. Quyen, Human Capital department

Email address: [Quyen.nguyenthimy@bonfiglioli.com](mailto:Quyen.nguyenthimy@bonfiglioli.com)

Phone number/Whatsapp: +909007020

	<i>RECRUITMENT &amp; EMPLOYMENT</i>		BUInS BVN HRP OI 04.04	
			 	
<i>JOB DESCRIPTION</i>			Rev.: Date:	Pag. 3/1