



Position: **Technical Sales Rep – South Korea**

Location: **Busan, South Korea**

The Role

We are currently seeking to appoint an experienced welding sales professional to join our Team as the Technical Sales Rep to increase our sales by managing customer relationships and increasing Lincoln Electric's market share. The role will be based at **Busan, South Korea**.

Key Responsibilities:

- Drive sales of new product and solution to existing and new customers
- Drive market share growth by providing technical support and new product information to distributors and customers.
- Acquire in-depth knowledge of the welding market in South Korea and the requirements in the various industry segments so as to be able to plan and implement strategies to maximize our market share.
- Organize new product and productivity seminars for distributors and customers.
- Effectively manage the business to ensure that the set goals for the market and distributors are achieved
- Manage distributor relationships and drive distributors' sales in the designated area.
- Drive market share growth by providing technical support and new product information to distributors and customers.
- Drive value selling efforts by introducing unique solutions for customer-specific applications.
- Improve sales results and meet challenging sales targets, which include sales budget and margin targets, through value added selling techniques.
- Provide technical advice, service and support to distributors and end-user customers.
- Develop sales plan, manage key customer accounts and drive promotional activities in your area and customers.
- Full utilization of the CRM system as part of the selling tool.
- Provide all necessary support to the South Korea Country Manager, which may require travel throughout South Korea, and possibly internationally.

The Candidate should have the following to be successful:

- Degree in an Engineering or business field preferred. Commercial or technical background is necessary.
- Minimum of at least 2 years' work experience in an industrial selling role
- Strong interpersonal and communications skills
- Experience in key segments such as Power generation, Petrochemical, Heavy Fabrication and Automotive are preferred.
- Self-motivated, driven and good presentation skills
- Provide a professional level of engineering and technological support to customers and sales
- Be proficient in Word / Excel, Outlook - SAP desirable
- Important that Native tongue of Korean Language or very fluent in it
- Good understanding of Korean and Asian Culture is necessary

What is on offer

A competitive salary package will be offered to the successful applicant. An engaging team culture, a supportive management team and ongoing extensive training and career progression opportunities are some of the benefits provided.

The Company is prepared to assist with immigration and the relocation process for the right candidate. The role will be based on local terms and conditions and will be based in Busan, South Korea.

If you are interested in the position, please submit your resume, and qualifications to:
Angeline Ling angeline_ling@lincolnelectric.com