



NOVENCO Building & Industry A/S is a dynamic and technological-minded, ISO-certified company that focuses on sustainability, sustainable products, and high-tech manufacturing methods to facilitate the green transition. We offer energy-efficient solutions for ventilation and cooling within such diverse areas as industry, agriculture, air handling units, car parks, data centres, wind turbines, tunnels, fire-and-safety systems and much more.

Our headquarters is in Denmark with a subsidiary in the Netherlands, offices in the UK, Germany, India, Singapore and US, as well as a network of worldwide agents and dealers.

The company was founded in 1947. Over the years, we have evolved into a renowned worldwide company and leader in the design, development and manufacture of ventilation products and systems on the technological forefront.

For more information, please visit www.novenco-building.com

Sales Manager Malaysia

Main focus – Continue development of our market in Malaysia with focus on retrofits and energy saving solutions

Due to our significant growth in the APAC region, the company is now looking to bring on board a Sales Manager to focus on our growth in the Malaysian market, working across all key segments, but mainly focusing our efforts to becoming the preferred supplier within the Malaysian market for energy efficient ventilation solutions. The focus areas will be the supply of equipment to air handling unit manufacturers (OEM's) and support of our existing local distributors to assist them in securing opportunities in the retrofit of existing ventilation systems. Both areas make a significant impact in helping our customers to achieve world beating energy savings to help them to achieve their sustainability goals.

It will be the responsibility of the position to continue to grow our strong customer relations to meet strategic growth and revenue goals. Moreover, it is expected that the position will take the lead in the development of unbeatable concepts, while identifying and exploiting opportunities in the marketplace by working closely with OEMs to provide the highest possible energy efficiencies in HVAC systems.

Position profile

Position title: Sales Manager - Malaysia

Reporting to the position: Sales Director - APAC

Location: Kuala Lumpur

Responsibilities and tasks:

- Driving customer relations and guidance via our agents, distributors and OEMs.
- Responsible for following up and increasing product sales, especially in the OEM sector.
- Assisting sales agents, distributors, and OEMs with the preparation of quotations and optimal technical fan solutions for ventilation systems.
- Monitor sales agent, distributors, and OEM activities on a regular basis to ensure delivery of sales targets.
- Preparing and delivering technical sales presentations to end-users and consultants.
- Obtaining the specification of NOVENCO Building & Industry ventilation equipment for refurbishment and new-build projects.
- Identify and penetrate end-user organisations to introduce NOVENCO Building & Industry high efficiency ventilation solutions.
- Working with OEM AHU manufacturers to develop high efficiency AHU solutions for new-build projects.
- Being responsible for the turnover/margins of the Malaysia business.
- Collecting information with respect to regulations applicable to the assigned products.
- Representing and promoting NOVENCO Building & Industry at regulatory bodies, trade events and exhibitions.
- Preparing and following up on monthly/yearly sales strategy plan.

Key success criteria:

- Drive the company's expansion into the retrofit and new-build market in Malaysia.
- Ability to grow the business into the central support hub for the APAC region.
- Delivering on KPI's for turnover and margins.
- Target and obtain contact with key decision makers to obtain retrofit and new-build opportunities.
- Target and obtain contact with key AHU OEMs to increase their use of NOVENCO Building & Industry high efficiency fans.
- Delivering sales strategy plan, achieving account specific action plan KPI's.
- Reporting the status of outstanding quotations and orders on a monthly basis.
- Ensuring seamless and successful cooperation with key stakeholders across the organization.

Candidate Profile / Qualifications:

The ideal candidate for this position should match the following criteria:

Educational background: Preferably degree within engineering or similar e.g. within mechanical/electrical engineering etc.

Language: English – fluent; verbally and in writing. Understanding of Malay, Chinese & Tamil would be an advantage.

Ideal experience:

- In-depth commercial sales experience in b2b technical sales – preferably to AHU manufacturers.
- Experience with the concept of solution selling.
- Track record in growing a business in Malaysia.
- Preferably a technical background within AHU ventilation systems – and selection of fans.
- Preferably good electrical knowledge (electrical motors and control systems).
- Preferably good knowledge of standards and regulations for industrial and commercial applications.
- A trustworthy person who is a good listener and who knows how to put the customer's needs in focus.
- International experience working across multicultural organisations.
- Experience with IFS CRM systems.

Personal and leadership competencies:

Confidence to work in Isolation: It is the intention to build a team to provide support to the Malaysian market and in time to make Malaysia the central support hub for the APAC region, however the initial assignment will involve working alone to increase business levels.

Ambition to take the business to the next level! NOVENCO Building & Industry have the ambition to grow the Malaysian business to become the centralised support hub for the APAC region. This will involve growing the support team, sourcing suitable offices and storage/workshop facilities.

Ability to negotiate: Prepares and plans negotiations, presents views and suggestions in a constructive manner, and is attentive to the customers situation and expectations. Can influence other people's attitudes and opinions and obtains consensus in suggestions, plans and ideas. Is a good negotiator, sticks to own views, and achieves results.

Results and goal orientation: Establishes visible and achievable goals for the department. Focuses on action, activities and results. Continues working with a specific problem, viewpoint or action plan until a result has been achieved or it is determined that an alternative approach is needed.

Analytical: Navigates well within complex situations and divides problems into relevant parts, while sensitively integrating analytical output into a given context. Differentiates between key areas from irrelevant and less important ones.

Customer and service awareness: Seeks to give individual and personal service to customers and follows up on the service provided. Seeks new ways of improving the service in realistic and efficient ways, and values customers and service highly.

Inspires confidence: Makes a good first impression, appears honest, sincere, trustworthy and competent, to obtain trust.

Communication: Communicates the central issues in a discussion in a clear, fluent and precise manner, while keeping the recipients' attention and being attentive to the needs of others when he/she speaks. Produces written material and presentations, which is clear, fluent, precise and easy to understand.

Personal relations: Establishes and maintains relations with people at all levels – internally as well as externally – and makes people feel at ease. Achieves agreement by dealing with disagreements and potential conflicts in a diplomatic manner. Develops and maintains networks.