



Sales Manager Job Description

Position Title: Sales Manager

Location: Germany /He fei ,China

Position Required: 1

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Key Responsibilities:

1. Customer Development and Management:

Build and maintain long-term, strategic relationships with purchasing department, technical team, and project management team.

Ensure the company's position as a key supplier within our clients .

2. Sales Target Achievement:

Develop and execute sales strategies aligned with client's procurement needs and the company's product planning.

Drive the adoption of the company's battery solutions in projects

3. Market Intelligence and Analysis:

Monitor project strategy, model planning, and market trends.

Gather insights on competitors within supply chain to inform product and pricing strategies.

4. Project Coordination and Execution:

Collaborate with internal R&D, production, and quality teams to ensure timely delivery of

projects.

Manage audit, certification, and acceptance processes to meet client's technical and quality standards.

5. Contract Management and Revenue Collection:

Negotiate and finalize sales contracts, ensuring terms maximize the company's interests.

Monitor contract execution and ensure timely payment collection to maintain stable cash flow.

Position Requirements:

1. Education : Bachelor's degree or higher in Electrical Engineering, Mechanical Engineering, New Energy, Marketing, or a related field.

2. Experience:

Minimum of 5 years in sales roles within the new energy battery or automotive components industry.

At least 3 years of direct experience working with a strong understanding of procurement processes and supply chain dynamics.

3. Language Skills:

Fluent in German or English, with the ability to communicate professionally in both written and verbal contexts.

4. Technical Expertise:

Deep understanding of new energy battery technology, applications, and market trends.

Knowledge of technical standards, quality requirements.

Strong negotiation, project management, and cross-cultural communication skills.

5. Personal Attributes:

High level of responsibility and collaborative mindset.

Ability to work effectively with cross-functional teams and stakeholders.



Resilient and adaptable, with the capacity to handle frequent travel and demanding workloads.

Gotion Introduction :

Gotion High-tech Co., Ltd., established in 2006 and headquartered in Hefei, Anhui Province, is a globally recognized leader in new energy battery manufacturing. The company was successfully listed on the Shenzhen Stock Exchange in May 2015 under the stock code SZ.002074.

Gotion specializes in the production of lithium iron phosphate (LFP) and nickel-cobalt-manganese (NCM) materials and cells, power battery packs, battery packs for energy storage systems (ESS), and battery management systems (BMS). Our products find extensive application across multiple new energy vehicle (NEV) segments, including passenger vehicles, commercial vehicles, and special-purpose vehicles. Additionally, we offer comprehensive green energy solutions to our energy storage clients.

Guided by our mission to “Make Green Energy Accessible and Sustainable”, we prioritize excellence in products, talent, and customer satisfaction. We are dedicated to developing an energy science system based on material and digital sciences. Looking ahead, Gotion will continue to enhance our market presence, product innovation, manufacturing efficiency, and capital strength to become a global leader in green energy solutions.