

Our client is a large listed group. in order to support their rapidly expanding growth plans they are on the lookout for a dynamic, experienced, results-driven International Sales Manager to lead international expansion efforts.

# INTERNATIONAL SALES MANAGER

## - Overseas Trade Exhibitions, Customer Acquisition, and Market Development

The selected candidate should have a strong background in international trade, logistics, and business development in FMCG products.

### KEY RESPONSIBILITIES

- **Exhibition & Trade Shows:** Represent the company at international trade shows, exhibitions, and business meetings; organize promotional activities for these events.
- **Market Development & Growth:** Identify, research, and penetrate new international markets to drive sales growth.
- **Client Relationship Management:** Build and maintain long-term, profitable relationships with overseas clients, distributors, and partners.
- **Sales Strategy:** Define commercial policies, set sales targets, and negotiate contracts and pricing with international buyers.
- **Operations & Logistics:** Oversee the end-to-end export process, including logistics, documentation, customs compliance, and shipping coordination.
- **Market Intelligence:** Monitor market trends, competitor activities, and regulatory changes in target regions.

### REQUIRED QUALIFICATIONS & SKILLS

- **Education:** Bachelor's degree in International Business, Marketing, Logistics, or a related field.
- **Experience:** Proven experience in participating in international exhibitions resulting in export sales and business development.
- **Trade Knowledge:** Familiarity with international trade laws.
- **Languages:** Fluency in English is required; knowledge of additional languages is a major plus.
- **Soft Skills:** Excellent negotiation, communication, and interpersonal skills with cultural sensitivity.
- **Mobility:** Willingness to travel frequently for business meetings and exhibitions.

A competitive salary, performance-based bonuses, and travel opportunities. The role offers exposure to a diversified group, representing and promoting a wide range of products.

Please forward your complete resume in PDF format with contact details of two non - related referees to [mslrcv@sltnet.lk](mailto:mslrcv@sltnet.lk) within 10 days of this advertisement quoting MSL Reference Number 8213 in the subject column.