Job Title: Kantar Northern China Business Development Manager

Location: Beijing

## Role:

Would you like to become famous for delivering incremental revenue for Kantar Greater China whilst in turn helping the leading Chinese brands answer the key business questions they have through actionable insight? Kantar China has established a highly entrepreneurial Business Development team within which you would lead the sales of syndicated and modular insight solutions in Northern China with the following key responsibilities:

* Responsible for the full sales process (prospecting to contract signing) to develop revenue with key Chinese & Multinational clients.
* Leading the China sales plan for key syndicated or modular offers with the Kantar solutions e.g. Millward Brown LinkNow cloud-based Copy Testing solutions, or TNS’s Syndicated Health & Wellness Study.

You will be incentivised to target potential new clients for Kantar Greater China and identify their key business questions that can be answered using Kantar’s market-leading suite of research solutions.

If you have the intellectual curiosity to help clients answer these questions in a way that delivers them tangible business growth and us a happy client who sees Kantar as their insight partner of choice, then this is the role for you. You will have the scope to be highly entrepreneurial to find new opportunities whilst knowing that you’re supported by the world’s leading team of data, insight and research.

## Skills & Competencies Required:

* 6+ years’ experience in a sales role
* Track record of delivering incremental revenue from a portfolio of clients in China
* Demonstration of persuasive selling skills in meetings, pitching and proposal writing
* Good breadth of key client contacts in Northern China and strong networking skills
* Understanding of Market research techniques is preferred with intelligent curiosity to be able to learn the details quickly
* Ability to write clear internal briefs that articulate the client’s key needs
* Engaging oral/written communication skills required
* A self-starter able to go after client opportunities tenaciously
* Fluent in Mandarin
* At least conversational English with at least intermediate written English skills
* Working knowledge of Microsoft Office (PowerPoint, Excel and Outlook)

## About Kantar

Kantar is home to some of the world’s leading research, data and insight brands. In China it comprises of 11 specialised businesses that focus on four key areas:

* Consumer Insights: driven by the experts at Kantar Millward Brown, Kantar TNS, Kantar Worldpanel & Lightspeed
* Consulting: driven by the experts at Kantar Vermeer, Kantar Retail, and Kantar Added Value, and Kantar Futures
* Healthcare: driven by the experts at Kantar Health
* Media: driven by the experts within Kantar Media CIC, CTR & CSM

Collectively, they offer the most complete view of the Chinese consumer: the way we live, shop, watch and connect. Our offer covers the breadth of techniques and technologies, from purchase and media data to predicting long term trends; from neuroscience to eye-tracking; from large scale quantitative studies to qualitative research.

Kantar’s value to clients lies increasingly in the connections we can make between these businesses, connecting different data sets results in richer and deeper insights, generating customized, more effective solutions and services to our clients. We also provide access to other partners and the riches of the wider WPP parent group, the world leader in marketing communications services with 3,000 offices in 111 countries.

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