



JOB DESCRIPTION

Position: Business Development & B2B Sales Manager

Reports to: Director of Business Development

Works closely with: Enterprise Director, Heads of Departments

Workplace: KOTO Hanoi Office (Van Mieu & Long Bien)

1. KEY OBJECTIVE

Lead all B2B and B2B2C sales activities for KOTO's core services, including:

- Corporate bookings (e.g., birthdays, year-end parties, team building)
 - Catering and off-site event services
 - Study tours, cooking classes, and team bonding activities
 - Grow revenue from group clients, partners, and corporate customers
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2. KEY RESPONSIBILITIES

A. Business Development

- Develop and implement plans to grow revenue from tour companies, corporates, educational institutions, NGOs, embassies, etc.
- Proactively expand and maintain a strong client portfolio with a focus on long-term relationships and repeat business.
- Leverage and activate existing KOTO networks: alumni, donors, mentors, and long-time partners.

B. Sales and Deal Closing

- Meet and work directly with corporate clients and tour companies to tailor suitable service packages.
- Prepare flexible quotations, manage contracts, follow up on execution, and coordinate payments.
- Track pipeline and ensure deal closure rates and monthly/quarterly revenue targets are met.



C. Internal Coordination and Process Development

- Work daily with operations teams: kitchen, restaurant, marketing, finance to ensure smooth service delivery.
- Plan and coordinate cross-departmentally: send proposals, gather feedback, and align before execution.
- Maintain a sales performance reporting system: document, update, and report twice weekly.

D. Team Development (Phase 2)

- Recruit and train support team members (telesales, operations, fulfillment).
 - Lead the team to meet KPIs through hands-on training and clear performance targets.
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3. QUALIFICATIONS

- Minimum 3–5 years of experience in B2B Sales or Business Development within service sectors such as hospitality, MICE, events, or education.
 - Proven experience working with corporate clients, international organizations, and foreign partners.
 - Fluent in both Vietnamese and English (written and spoken) with strong presentation and communication skills.
 - Ability to self-organize, stay persistent with goals, and work independently.
 - Proficient in Google Workspace (Drive, Sheets, Docs); experience with CRM/sales management tools is a plus.
 - Proactive, accountable, and committed to delivering results without waiting or shifting blame.
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4. BENEFITS

- Competitive salary based on experience and capabilities.
- Opportunity to contribute to a reputable 25-year-old social enterprise in education.



- Multicultural, compassionate, and professional working environment.
- Learning and personal development opportunities through strong networks of partners, alumni, and mentors.