

NGUYỄN VŨ PHƯƠNG

SALES MANAGER

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PROFESSIONAL SUMMARY

Sales professional with approximately 12 years of experience in service contract sales, business development, and customer relationship management across the service, real estate, and hospitality industries. Strong expertise in key account management, commercial proposals, contract negotiations, and customer retention. Proven ability to manage large customer portfolios, develop strategic client relationships, identify business opportunities, and drive revenue growth. Skilled in sales planning, account performance management, and cross-functional coordination to achieve business objectives and strengthen long-term customer partnerships.

PROFESSIONAL EXPERIENCE

SCHINDLER VIETNAM – DA NANG BRANCH | 2018 – Present

Senior Sales – Service Contracts

- Manage a portfolio of approximately 1,400 units and more than 300 customers across the Central region, from Quang Binh to Nha Trang and the Highlands, maintaining regular engagement and monitoring customer needs.
- Build and manage long-term relationships with existing and prospective customers, acting as a key contact to understand requirements, address concerns, and strengthen customer satisfaction and loyalty.
- Develop business opportunities within existing accounts and new customer segments to expand the service contract portfolio and achieve branch sales objectives.
- Develop account plans and tailored pricing proposals and service policies for key accounts, aligning commercial solutions with customer requirements and business potential.
- Prepare commercial proposals and quotations; lead negotiations on pricing, contract scope, terms, and renewal conditions; and manage opportunities through to contract closing.
- Manage contract renewals and customer retention activities, proactively following up on renewal timelines and at-risk accounts to minimize cancellations and protect recurring revenue.
- Coordinate with technical, operations, and other internal departments to develop suitable service solutions, follow up on service issues, and ensure timely resolution of customer concerns.
- Monitor account performance, customer portfolio development, sales results, and revenue against targets; identify risks and opportunities and recommend actions to improve account growth and profitability.
- Take responsibility for service contract sales performance and revenue targets of the Da Nang Branch, ensuring business objectives are achieved.
- Prepare annual sales budgets, revenue forecasts, sales forecasts, business reports, and market analyses to support planning and management decisions.
- Review market trends, competitor activities, and customer needs to identify new business opportunities and maintain competitive positioning.
- Identify cross-selling and upselling opportunities by reviewing customer requirements and account potential.

COCOBAY | 2017 - 2018

Administration Leader – event division

- Managed daily administrative and operational activities, supervising team workflows and ensuring effective coordination of departmental tasks.
- Worked closely with cross-functional teams to identify operational requirements, resolve issues, and maintain smooth day-to-day operations.
- Managed administrative documentation, filing systems, business records, and contract documentation, ensuring accuracy and proper document control.
- Coordinated contract preparation, processing, and follow-up with relevant departments.
- Planned and coordinated internal and external events, overseeing event logistics, suppliers, resources, and on-site execution.
- Developed event proposals, prepared annual and event-specific budgets, and monitored expenses to ensure cost efficiency and compliance with approved budgets.
- Managed purchasing and procurement activities; sourced, evaluated, and selected suppliers based on quality, pricing, service capabilities, and reliability.
- Negotiated with suppliers to secure competitive pricing and favorable purchasing terms, and monitored delivery schedules and order fulfillment.
- Identified opportunities to improve administrative processes, operational efficiency, and cost control.

SAVILLS VIETNAM | 2015 – 2017

Sales Consultant – Residential Sales

- Developed and maintained relationships with prospective buyers, property developers throughout the project sales process.
- Managed client engagement from initial enquiry through needs assessment, property presentations, site visits, negotiations, and sales follow-up.

- Followed up with prospective clients, understood their property requirements and investment objectives, and recommended relevant project and product options.
- Worked closely with property developers to understand project positioning, product offerings, target customers, and sales objectives.
- Coordinated with developers on project sales strategies, sales plans, pricing policies, and promotional activities to support business targets.
- Led and coordinated project sales team activities, ensuring effective implementation of sales plans and alignment with the developer's business objectives.
- Coordinated with internal teams and project stakeholders to organize property presentations, client meetings, site visits, and sales events.
- Maintained ongoing communication with clients and stakeholders, responding to enquiries and supporting a positive customer experience throughout the transaction.

BLOSSOM RESORT DANANG | 2014 – 2015

Sales Executive

- Promoted resort services and hospitality offerings to corporate clients, travel agents, and online travel agencies (OTAs).
- Built and maintained client relationships, identified sales opportunities, and followed up on enquiries to support new and repeat business.
- Coordinated with internal departments to respond to customer requirements and support service quality and customer satisfaction.

EDUCATION

University of Foreign Language Studies – The University of Danang
Bachelor's Degree in International Studies | 2014

CORE COMPETENCIES

Customer Relationship Management • Business Development • Commercial Proposals & Negotiations • Contract Renewal & Customer Retention • Cross-functional Coordination • Account Performance & Revenue Growth • Key Account Management • Service Contract Sales • Sales Planning & Forecasting • Client Acquisition • Contract Management • Team Leadership

LANGUAGES & CERTIFICATIONS

English: IELTS 6.0 | Vietnamese: Native

PROFESSIONAL STRENGTHS

Customer-focused • Relationship builder • Commercially minded • Proactive problem-solver • Adaptable • Collaborative • Results-oriented