

## Area Manager ( Marketing ) 6 Positions

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Company: Gohar Publishers Pakistan

Location: Lahore

Category: other-general

- Report to the Country manager and discuss with him latest information.
  - Visit the customers ( schools) and promote the text material for selection
  - compute marketing data
  - hand out samples
  - identify best product for customer's needs
  - use interpersonal communication techniques
  - Advise retail dealers in use of marketing promotion techniques
  - arrange sample delivery schedules
  - conduct marketing presentations
  - estimate sample delivery dates
  - fill out marketing forms
  - use knowledge of written communication in marketing work
  - maintain records, reports, or files
  - obtain information from individuals
  - use computer to enter, access or retrieve data
  - prepare list of prospective customers
  - prepare recommendations based upon research
  - prepare reports
- Job Specification· Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, marketing techniques, and marketing control systems.
- Fluency in English Language

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