

## Channel Development Manager

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Company: Shell

Location: , , Pakistan

Category: other-general

, Pakistan Job Family Group: Commercial and Retail Worker Type: Regular Posting Start

Date: April 3, 2024 Business unit: Downstream and Renewables Experience Level:

Experienced Professionals Job Description: Typically: Key Responsibilities: Develop and

execute strong channel plans to drive Lubricants in trade Work on expansion of portfolio in

whitespaces Develop Value Proposition for Sub-distributor, hubs & agent Effectively

communicate the value proposition through proposals and presentations Understand

category specific landscapes and trends Develop, refine and implement Trade coverage

plan, sales & distribution plan and merchandising coverage plans for execution of trade

programmes/ activities Support Sales Team to develop trade programmes to meet the

objectives of customer segments within territories Propose refined goals & KPIs for trade

programmes development & track on-going results Gather/generate innovative ideas for

enhancing trade programmes and suggest innovative approaches for customer segments-

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