

Head of Sales

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Company: Unspecified

Location: , , Pakistan

Category: sales-and-related

Job Summary To develop the sales and distribution strategies for general trade channel in conjunction with the CEO – Sales & Distribution and help organization achieve its sales volume and profitability targets

Roles & Responsibilities

- Develop and implement sales strategies to increase market share and profitability on a sustainable basis in line with the company's annual business plan
- Devise the General Trade channel strategy to ensure further growth and penetration of the general trade channel
- Participate in marketing planning activities and provide inputs in terms of the market assessment, pricing strategy and consumption trends
- Oversee development of strong relationships with key clients and distribution partners
- Drive channel sales of the organization by assigning revenue and volume sales targets and guide the team to meet and exceed budgeted business objectives
- Set monthly sales target break-up in line with S & OP meeting guidelines along with category priorities and drive short term as well as long term plans to ensure required sales growth by channel is achieved
- Design, implement, and manage general trade sales forecasting, planning, and budgeting processes and achieve budgetary goals for revenue and cost
- Establish high levels of quality, accuracy, and process consistency in planning, forecasting, and budgeting approaches
- Share inputs on SKU-wise forecast accuracy, product availability, outlet coverage, etc. from demand perspective during pre-sales & operations planning meetings
- Ensure proper accounting for channel sales results, report the numbers to the CEO and prepare regular reports on sales performance for the Board reviews
- Track and analyse competitor activity through reports presented by sales officers and sales representative
- Prepare measurable targets – quantitative and qualitative targets for

different products and corresponding SKUs for the retailers and distributors in the region
Build a robust network and working relationships with distributors and large retailers in the market and ensure IFFCO product receive preferential treatments at the general trade outlets Identify opportunities for improvement of sales processes and strategies and ensure their implementation Co-ordinate with various supporting departments such as planning, IT, warehouse and supply chain to ensure the availability of optimal stocks/promotional schemes to facilitate sales force Ensure optimal deployment of channel sales personnel and optimal sales force ROI (Return On Investment) Develop reporting tools and mechanism to ensure on time and accurate reporting of sales by sales force Ensure on time collection of sales from customers, retailers and distributors Evaluate channel performance and implement corrective action to improve the same, if required Develop local marketing strategies for specific areas to build consumer preference and drive volumes of business Work closely with senior management and human resources function to define the optimal performance measurements and performance management programs required to ensure sales force success Establish a channel sales force training plan focused on developing and reinforcing critical sales competencies Collaborate with the finance team to implement sales incentive compensation programs that provide market-competitive pay, reinforce sales function strategy, and is aligned with business objectives Give directions for changing sales roles, coverage models, or team configurations in order to maximize channel sales productivity Work closely with the marketing team in managing the consistency of the brand and supporting them with initiatives which are in line with the business' objectives KPIs 1. Sales target achievement2. Market share3. Profitability4. Days sales outstanding / receivables5. On-time in full customer order delivery rate6. % adherence to OSA targets7. Cycle time – customer order processing8. Customer satisfaction score9. Adherence to S&D budgets for General Trade channel sales Work experience requirement 10+ years of experience in sales managing the GT channel, preferably in FMCG organizations.
Qualification MBA or Post Graduate Diploma with a specialisation in business from a reputed university CompetenciesNegotiation SkillsChannel ManagementBusiness AcumenKnowledge of Value Chain ManagementSales and Distribution managementOwnership & Result OrientationSelf and Team ManagementPlanning & Decision MakingStrategic ThinkingChange Management

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