

Senior Executive Retail Brand Operations

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Company: Avery Dennison

Location: , , Pakistan

Category: other-general

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides a wide range of branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. Our products and solutions include labeling and functional materials, radio frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and a variety of products and solutions that enhance branded packaging and carry or display information that improves the customer experience. Serving an array of industries worldwide — including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive — we employ approximately 35,000 employees in more than 50 countries. Our reported sales in 2023 were \$8.4 billion. Learn more at www.averydennison.com.

Job Description Responsible for increasing revenue by achieving sales objectives in existing and new accounts. Create and manage territory and account strategies to deliver on price and mix objectives. Provide product recommendations, samples, technical support, pricing and service information on demand. Provide product quotes and actively utilize value-selling tools and skills. Uncover and assess customer needs and develop and execute Value Proposition (Aligning Value). Demonstrate products and/or services and provide assistance in the best application of product and/or services. Proactively identify new accounts using screening techniques, referrals, and prospecting to potential customers within territory. Develop a thorough understanding of market conditions (e.g., current customers, potential customers, competitors)

in assigned territory, and develop a strategy to achieve revenue goals. Conduct territory analysis and planning to enable appropriate allocation of time to accounts and customers. Responsible for securing and maintaining distribution of products and/or services and maintaining effective agreements. Use account management skills to plan and execute customer marketing/growth programs for customers. Creatively develop new applications for product lines. Channel or Key Accounts Specific: Responsible for selling to a designated channel. May identify new opportunities within the channel for potential business. Also responsible for needs analysis, development, negotiation, sale, delivery, and post-sale services to a group of clients. Participate in territory planning, customer planning and territory reviews. Develop and present SWOT analysis and make recommendations on products and growth opportunities. Maintain customer profiles and supply agreements. Establish pricing programs and strategies. Secure optimum product positioning within target accounts. Provide exceptional customer experience for business partners and prospects to develop long-term business opportunities. Navigate complex problems and structures to determine the best solutions for customer needs. Collaborate with other business units to evaluate volume, identify trends, ensure quality, and monitor budgets. Qualifications 2 - 3 years of sales or related experience. Additional Information Proficient in assessing customer needs. Good financial skills and business acumen. Knowledge of conducting territory analysis and planning. Ability to work independently with little supervision. Good understanding of how to manage territory business. Skilled in communicating effectively with all levels of management on complex business issues. Good understanding of how to prepare professional written proposals. Skilled in calculating figures and amounts such as discounts, invoice totals, percentages, bonuses, etc. Good understanding of product and technical information. Excellent oral, written, and presentation skills.

#J-18808-Ljbffr

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