

Territory Sales Officer - Chiniot

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Company: Pepsico

Location: , , Pakistan

Category: sales-and-related

Overview

To lead the distributor/organization team in deploying company strategies to address local business needs. Train and motivate the team to achieve short term company objectives and long term organizational goals.

Responsibilities

Permanent Journey Plan development and implementation.

Screening and hiring of Order Bookers / DSR's

Ensure implementation of Annual Operating Plan of which the Key Performance Indicators are:

Achieving the monthly Volume targets locked at the start of the year

Productivity of daily planned shops to be visited

Ensuring Range availability of PCI snacks in the market

Prime rack location identification and maintenance of rack integrity

FIFO has to be maintained both at the warehouse and in the market

Negligible stale in the market has to be maintained

Identify stock requirement at the warehouse

Deliver volume and revenue target for his territory

Capability development of distributors and distributor workforce

Rollout of Sales OOR modules across distributor workforce

Effective utilization of promotional budget by distributor and DSR

Effective utilization of subsidies provided to the distributor i.e. stale allowance, DSR salaries and Van rentals by ensuring that DSR / Distributor lifts all stale product from the market, all vans and DSRs claimed by the distributor work throughout the month

Conduct in-market training/coaching with regular Follow up / Work with New account development

Weekly reporting on all KPI's mentioned above to the ASM

Management of all PI assets including racks etc.

Implementation of Sales software at distributor end has to be ensured

Qualifications

Knowledge/Skill Experience Competencies Strong leadership skills, People Manager, Problem Solver University Graduate (BA) Preferably 1-2 years in similar capacity but fresh may also apply · Written and verbal communication skills · Prioritization skills Sense of urgency to get results Proficient use of MS Office needed. Frequent work on complex excel & Power Point applications. Strong team player Multi-tasking ability Proficient in maintaining speed in work. Analysis and control

#J-18808-Ljbffr

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