

ROLE PROFILE

Job Title	AREA SALES EXECUTIVE
Reports To	CHANNEL HEAD

SUMMARY

Being at the forefront of our business, the objectives of Area Sales Executive is to excite customers to sell our products and to achieve the overall company target.

Leading a team of Van Salesman + Relief Sales Reps and report to Channel Head. Responsible to work alongside with BATSM Trade Executives / Area Managers to achieve the sales target and execution of trade marketing activities and deliverables of KPIs OTIF

Key Performance Indicators

KPIs	Detail	Quantity
Financial	Sales Coverage	Xx Outlets ; Shipment sales dependent on geographic area allocation
	Shipment Sales	Dependent on Geographic Area allocation
	Stocks Rotation	Est. Annual Gross profit of SGDxx MN Est. Annual Shipment volumes of xxMilles
Financial	Customers Collection	Credit Customers Aging Bounced Cheques/Bad Debt and Collection
Staff	Supervision	9 Sales Van Salesman + 2 Relief Representative
Other	Trade Marketing	Setting of target and distribution drive Execution of BAT Trade Marketing Activities Support Products launches objectives

Operational Qualities

- Monitor sales and Trade KPI performances of Relief Sales Reps + Van Salesman to ensure business deliverables are on track
- Drive distribution effectiveness in managing out-of-stocks and product quality at retail.
- Propose target setting for Field Force Incentive Scheme (FIS) and follow up with daily/weekly tracking to ensure consistent sales performance and achievement of volume target
- Conduct Regular Market Visits / Audits to ensure market hygiene and standards of Van Salesman
- Prepare weekly/monthly Team briefing materials to provide regular performance check-up and key focus areas
- Establish trading term with customers and payment/account receivables on time and adherence to credit policy,
- Ensure selling system is in place and capable to support business operations
- Carry out BAT Trade Marketing Plan i.e. rebates & discounting plan to drive pricing competitiveness in trade
- Establish good relationship & trade engagement with customers rapport with strategic chains a/c and Key HVC
- Implement local initiative to improve business relationship & grow of sales
- Engage key customers (GT Chain outlets) for New product listing
- Understand and analysis empirical data to identify key trends and market changes and propose trade programs to improve sales performance
- Any other task assign by the line manager

Leadership Qualities

- Display strong commercial acumen and execution excellence
- Anticipate and look beyond tasks, be curious
- Able to follow through relevant actionable workplans
- Proactive to ask and volunteer
- Confident to speak your POV
- Respect differences and be opinionated to accept and share different views

Knowledge, Skills and Experience

Education:

- Tertiary Education with Marketing or related field is preferred

Experience:

- Minimum 3 to 4 years working experience in FMCG's Trade Marketing field or of similar capacity
- Experience in Sales & Marketing and Field Force Management will be an advantage

Languages:

- English. Knowledge of local Chinese dialects will be an advantage.

Other qualities and skills:

- Good communication skills, able to communicate effectively to various groups of stakeholders
- People person with high PR skills, able to engage with people across different industries
- Results oriented, with good analytical skills
- Problem solving and decision making skills
- Proficient in Microsoft office
- Must possess a class 3 driving license