

## **The Opportunity**

The position is that of a **Territory Sales Officer**. The position reports to the Area Sales Manager

Direct reports:- Sales Associates

This is an entry level position in the organisation and has responsibility for managing sales for a group of dealers. The role demands proven ability in ensuring service levels to dealers turn calls for keen coordination skills with supply points across. Territory Sales Officer (TSO) is responsible for General Trade sales of a territory with focus on coverage expansion and distributor management to drive secondary value & volume objectives.

## **Job Responsibilities**

- Ensure achievement of service level and sales targets for the dealers
- Ensure territory coverage expansion as per the plan
- Ensure supply of cut size to retail outlets in the areas.
- Manage Distributor to ensure reach in the geographical area and ensure Optimal inventory's and follow up for payments
- Coach, manage & evaluate Sales Associates
- Coordinate for retailer meet and carry BTL activities including outdoor advertisements.
- Coordinate Promotion schemes
- Give inputs from the market for Product development on a continuous basis
- Sales forecasting for the market responsible on a monthly basis

## **Eligibility Criteria:**

- MBA (Marketing)
- 1-3 years in General Trade sales domain with around 2 years of FMCG experience in an established organization.
- Proficiency in Hindi, English and the regional language
- Proficiency of geography management