

JOB DESCRIPTION	
POSITION TITLE	Sales Team Leader
INDUSTRY	FMCG
PRODUCT LINE	Beverage Products
MAIN PURPOSE OF THE POSITION	
● Lead the sales team, identify sales leads, and hit the revenue forecasts and ascertain customer satisfaction.	
ROLES AND RESPONSIBILITIES	
➤ Field Management: Spends significant time in the market, accompanying sales representatives on their daily visits to retailers. ➤ Coaching and Motivation: Provides real-time coaching, feedback, and support to the sales team to help them meet individual and collective sales targets. ➤ Performance Monitoring: Analyzes sales data and key performance indicators (KPIs) to identify areas for improvement and adjust strategies accordingly. ➤ Ordering Oversight: works to ensure optimal stock levels and prominent product placement in retail outlets. ➤ Market Insight: Gathers feedback from the market, understands local dynamics, and communicates this information back to management and other departments. ➤ Strategy Implementation: Implements sales strategies, promotional activities, and local marketing campaigns to drive product penetration and sales. ➤ Relationship Building: Fosters strong relationships with key clients and distributors to secure shelf space and promote brand loyalty. ➤ Compliance: Ensures the sales team adheres to company policies, procedures, and brand standards. ➤ Create and execute a strategic sales plan that expands the customer base. ➤ Identify and meet with potential clients and grow lasting relationships by understanding and meeting their needs.	

- Track, analyze, and communicate key metrics and business trends as they relate to partner relationships.
- Plan and lead sales team meetings as often as possible.
- Create and execute an efficient accompaniment calendar for all VSMs.
- Meet with all customers to identify issues and address them efficiently.
- Communicate to business personnel on efficient and strategic business approaches.
- Coordinate monthly business review meetings by preparing relevant documentation.
- Set objectives, train and coach, and monitor performance ensuring assigned tasks and responsibilities are fulfilled within the sales team.
- Identify knowledge gaps within the team and develop a plan to fulfill them.
- Supervise the sales team to meet the company targets and standards are met.
- Generate a weekly itinerary of the target areas and give a weekly report of achievements to the director.
- Develop and maintain by filling a customer database indicating names, location, and contact.
- Sufficiently prepare for all business meetings.
- Ensure 100% of the company targets are achieved.
- To identify and have sufficient market awareness by being knowledgeable of new opportunities in the market such as upcoming businesses, home owners, and housing projects.
- Meet with different clients to set and specify expectations on business position and expectations.

DESIRED QUALIFICATION AND EXPERIENCE

KNOWLEDGE, SKILLS AND ABILITIES

EDUCATION

- Bachelor's Degree in Sales and Marketing or a related course.
- Vast experience in FMCG.
- 4-5 years of related experience.

SKILLS

- Great Communication skills
- Great negotiation skills
- Confidence
- Product knowledge
- Outstanding organizational and leadership skills.
- Problem solving aptitude
- Professionalism

KEY PERFORMANCE**KEY RESULT AREA**

Overall sales performance	Revenue generation
	Customer portfolio
	Customer base growth
	Total Sales and Sales Per Representative
	Targets Achievement
	Region Growth
	Route servicing Achievement
	Team management
	Customer satisfaction and resolution
	Monthly Calls per Representative
	Compliance.